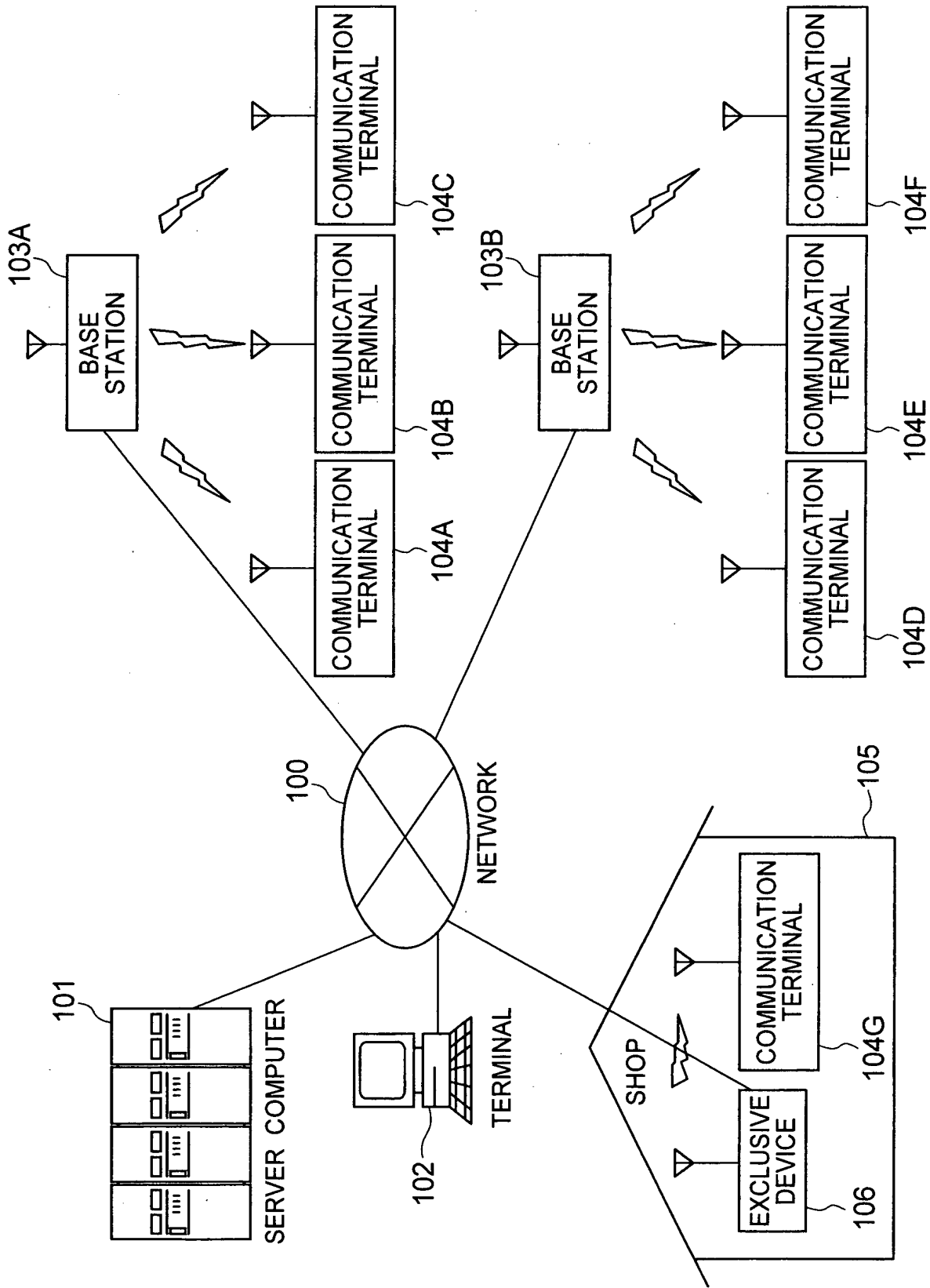


FIG. 1



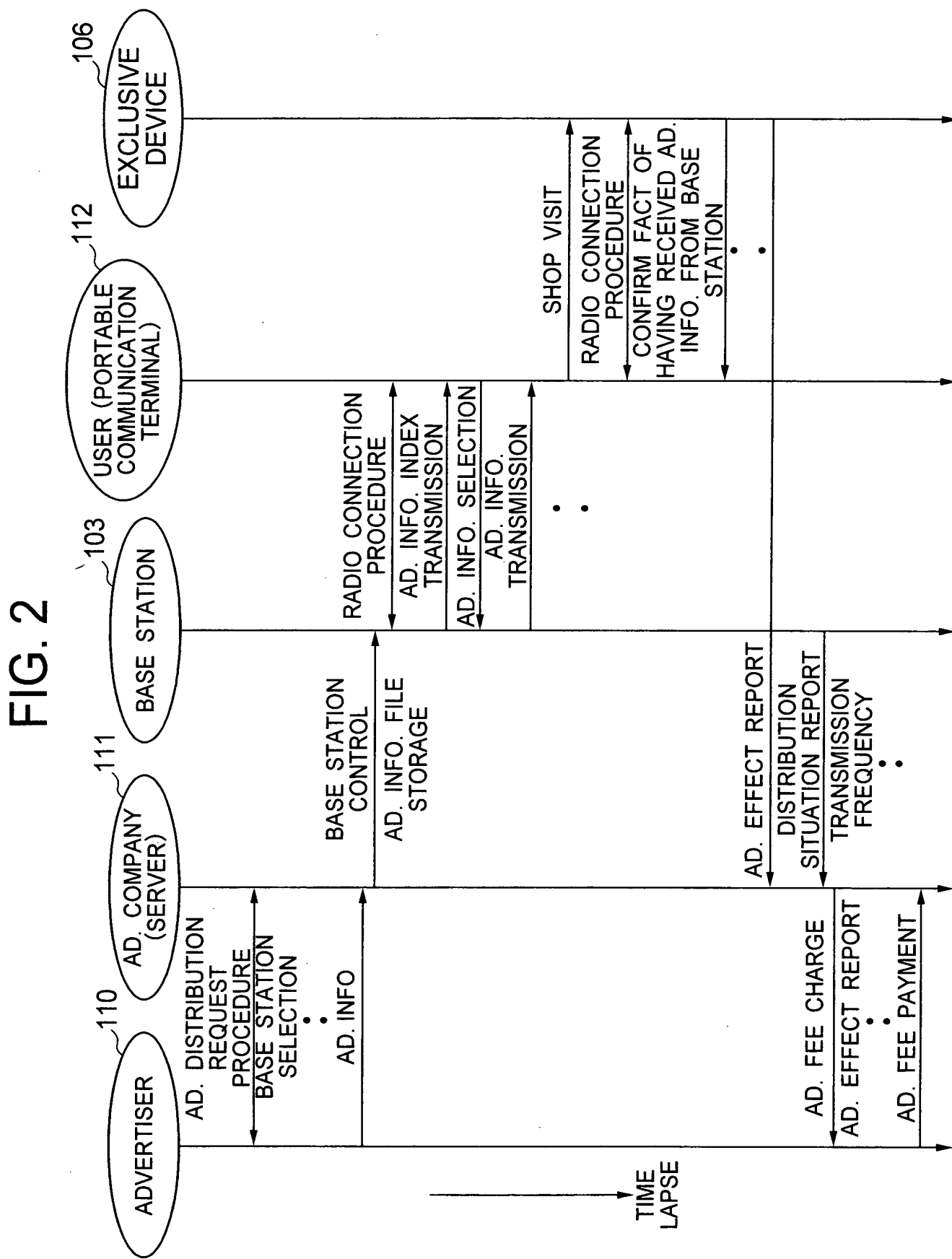


FIG. 3

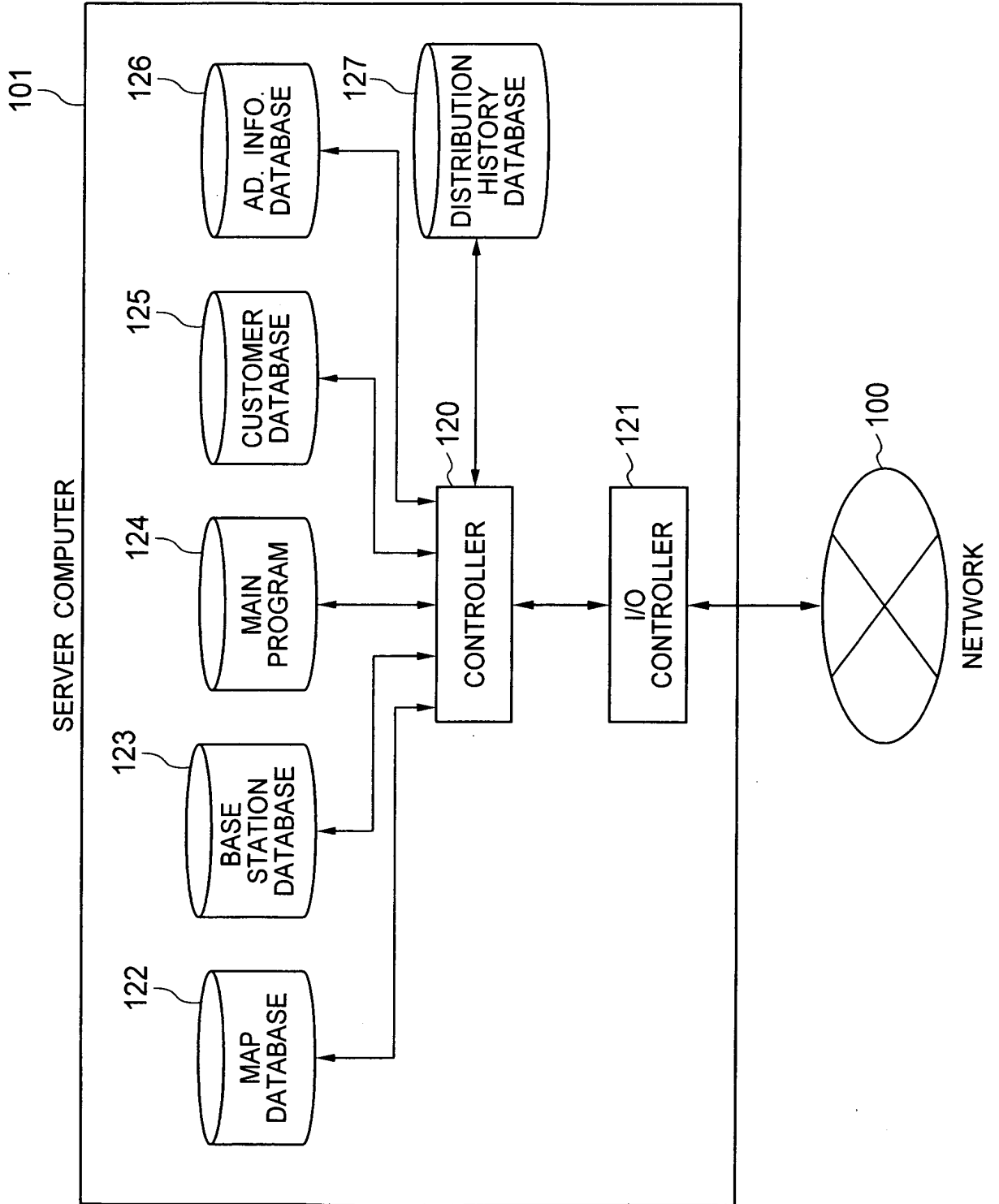


FIG. 4

130 BASE STATION ID	131 LOCATION	132 AD. INFO. ID	133 AD. INFO. SELECTION SCREEN FILE	134 BASIC CHARGE
1-1-1	C-D, CITY B, WARD A, TOKYO	R-20,R-24,S-11,...	=====	¥8,000
1-1-2	E-F, CITY B, WARD A, TOKYO	C-2,H-78,R-110,...	=====	¥8,500
1-2-1	H-I, CITY B, WARD G, TOKYO	R-24,R-90,R-99,...	=====	¥14,500
:	:	:	:	:
4-2-11	K-L, CITY J, IBARAKI	C-14,C-20,R-87,...	=====	¥3,500
:	:	:	:	:

FIG. 6

150 AD. INFO	151 SHOP INFO	152 BASE STATION ID	153 SIMPLE VERSION FILE	154 DETAILED VERSION FILE
C-1	=====	1-1-3,1-1-4	=====	=====
C-2	=====	1-9-2,1-9-15,...	=====	=====
C-3	=====	1-7-9	=====	=====
:	:	:	:	:
R-73	=====	4-3-1	=====	=====
:	:	:	:	:

093363 In: *Journal of the American Statistical Association*, 1990, vol. 85, no. 411, pp. 1031-1040, 10 p.

093363 In: *Journal of the American Statistical Association*, 1990, vol. 85, no. 411, pp. 1031-1040, 10 p.

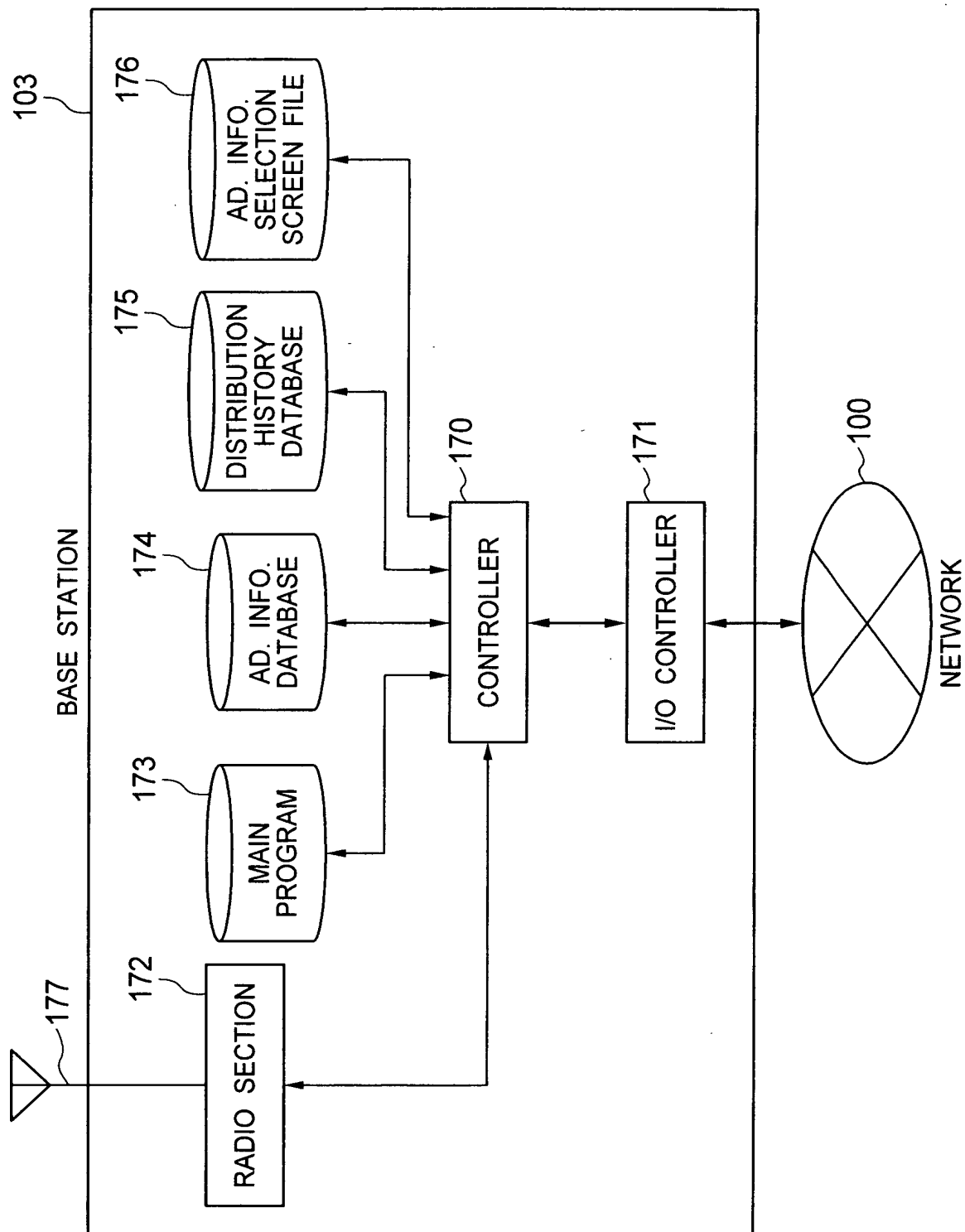


FIG. 9

AD. INFO. ID	SIMPLE VERSION FILE	DETAILED VERSION FILE
C-1	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>
C-2	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>
C-3	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>
:	:	:
R-73	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>
:	:	:

180

181

182

FIG. 10

AD. INFO. ID	DISTRIBUTION DATE	DISTRIBUTION TIME
R-4(S)	2000/11/12	20 : 25
R-12(S)	2000/11/12	20 : 27
R-11(D)	2000/11/12	21 : 03
:	:	:
C-47(S)	2000/11/12	14 : 11
:	:	:

190

191

192

FIG. 11

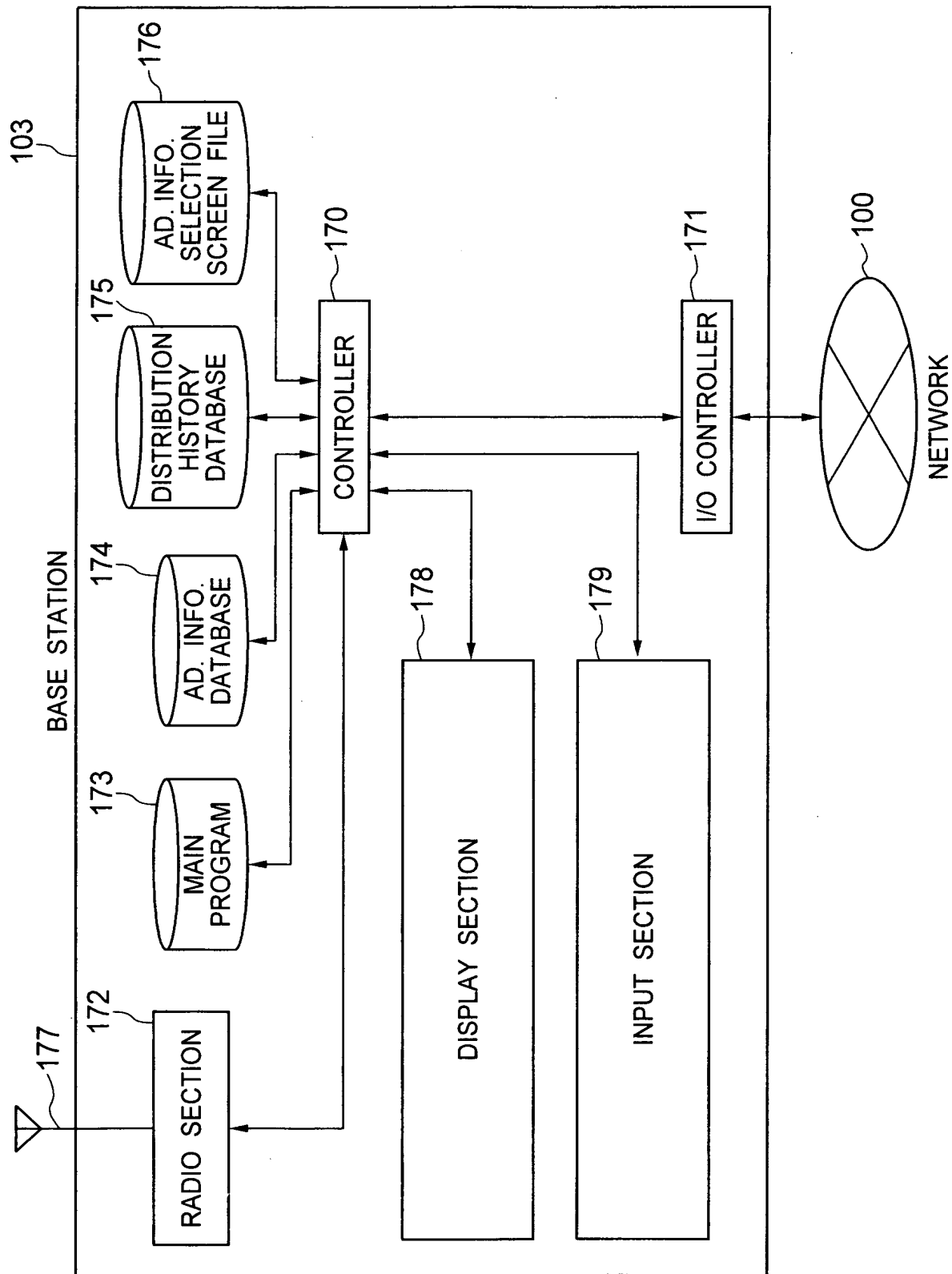


FIG. 12

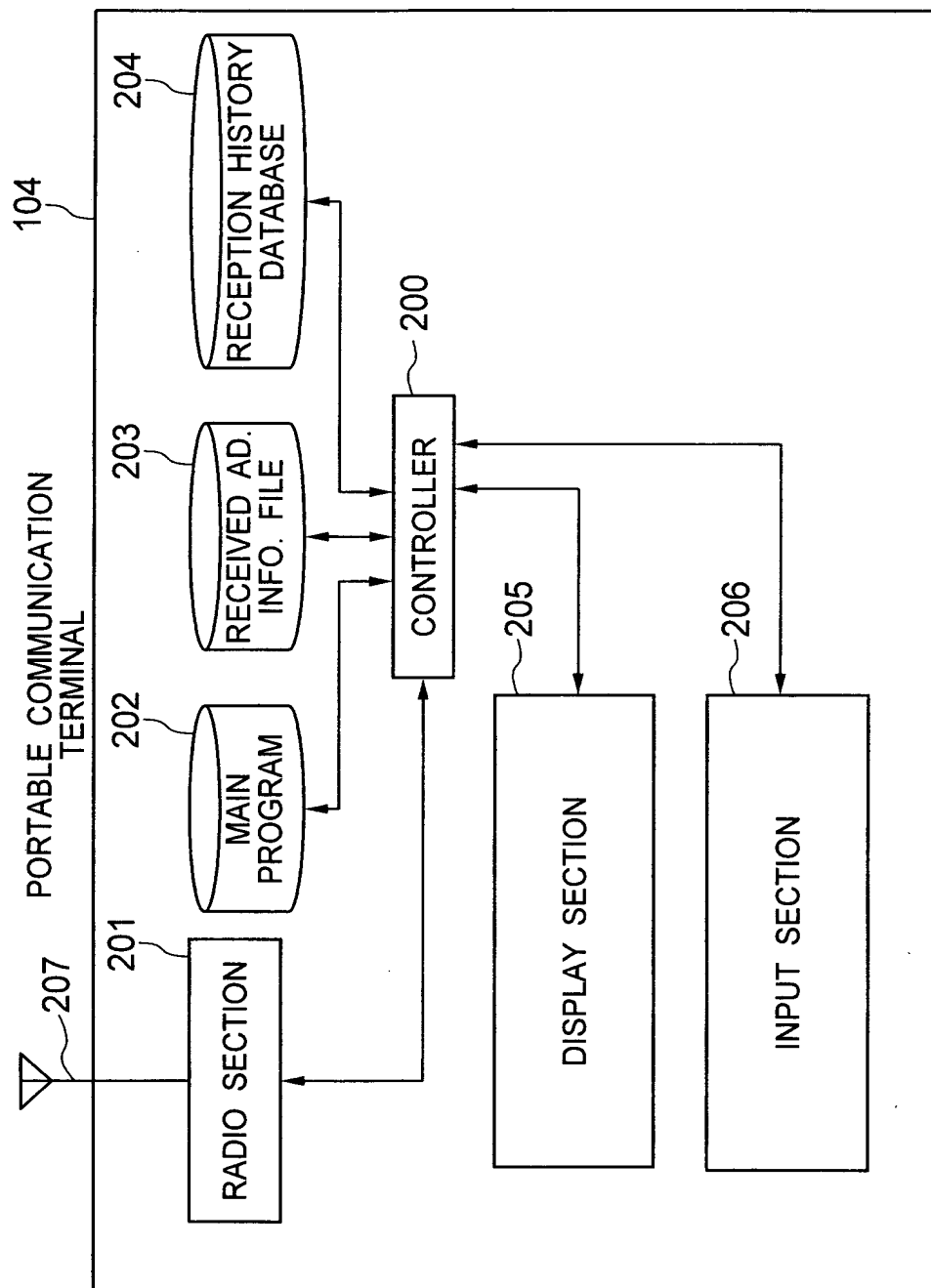


FIG. 13

AD. INFO. ID	RECEIVED DATE	RECEIVED TIME
R-33(S)	2000/11/13	12 : 14
S-89(S)	2000/11/20	10 : 56
R-89(D)	2000/11/12	10 : 57
:	:	:
R-44(S)	2000/11/30	18 : 23
:	:	:

T00000" S/ESTEE60

FIG. 14

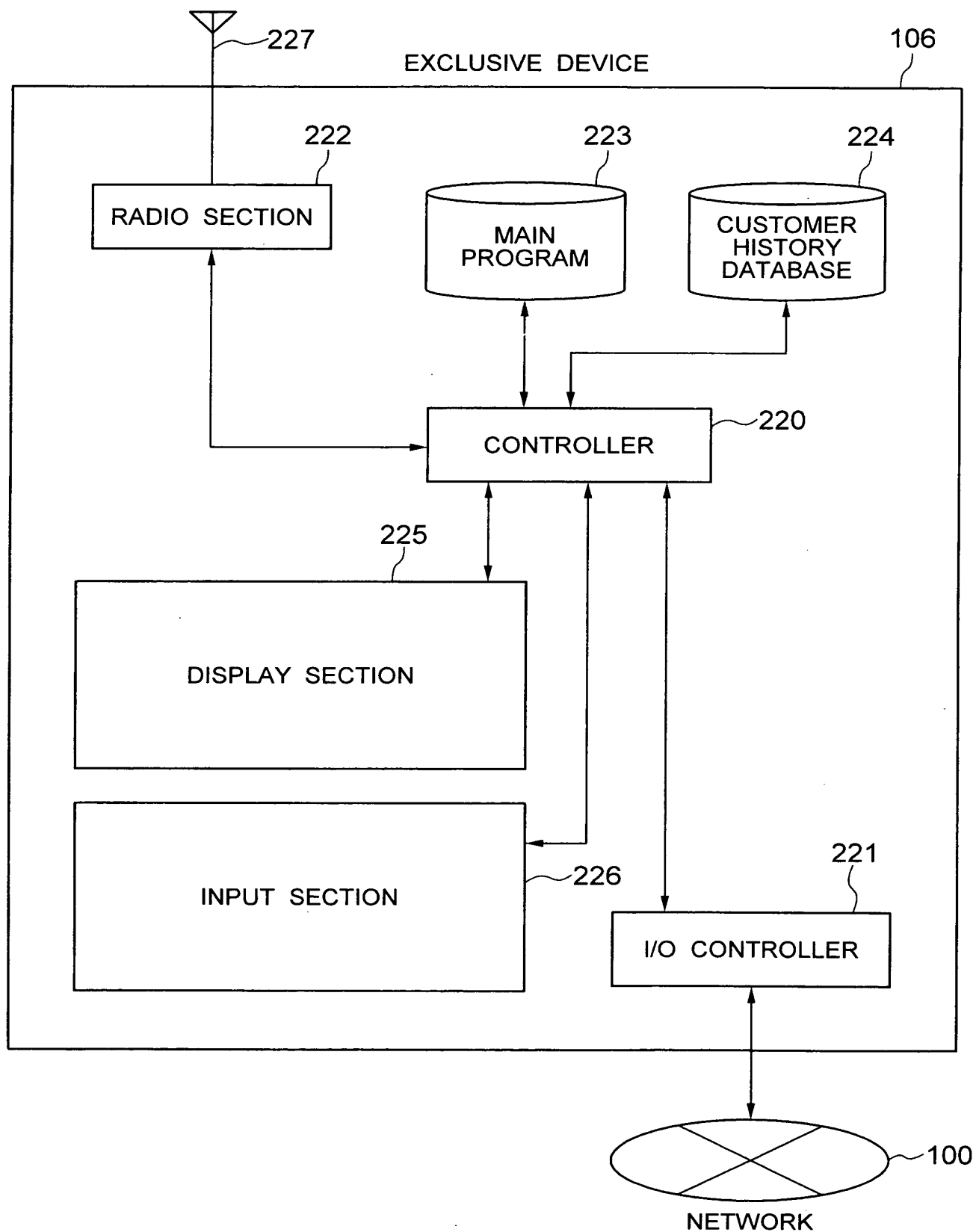


FIG. 14

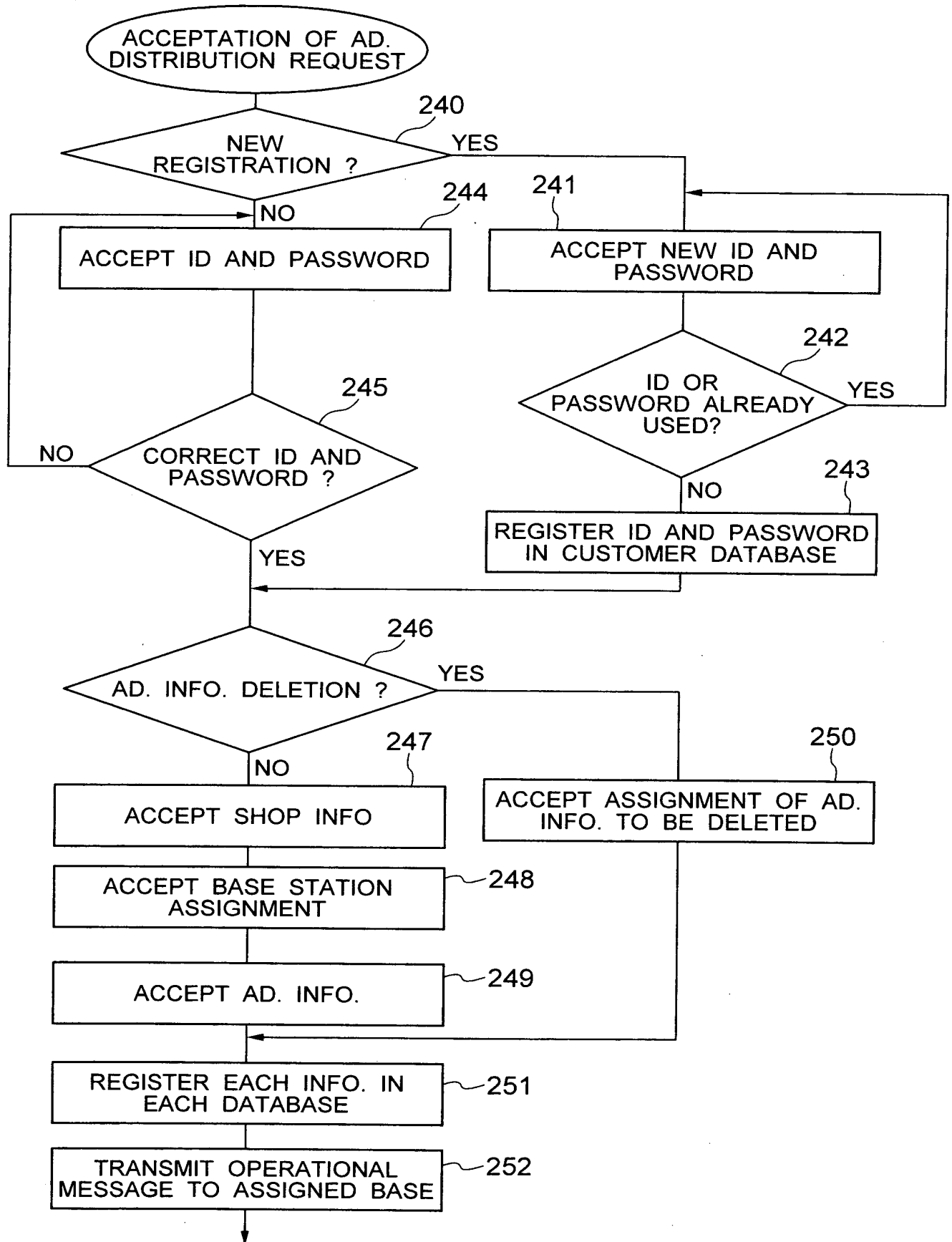
230

231

232

233

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FIG. 16



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FIG. 17

260 OPERATIONAL ID	261 VARIOUS INFO. (AD. INFO. ID, AD. INFO. FILE, AD. INFO. SELECTION SCREEN FILE, ETC)
--------------------------	---

FIG. 18

SELECT A CATEGORY TO WHICH DISTRIBUTING INFO. BELONGS
A LIST OF CATEGORIES WILL BE DISTRIBUTED TO USER
AS A TOP PAGE

- | CATEGORY NAME : | EXPLANATION OF CATEGORIES : |
|---|---|
| <input type="radio"/> GOURMET | INFO. ON EATING/DRINKING SHOPS
SUCH AS RESTAURANT, BAR AND
COFFEE SHOP. |
| <input checked="" type="radio"/> SHOPPING | INFO. ON DEPARTMENT STORE,
CONVENIENCE STORE, ETC. |
| <input type="radio"/> LEISURE, SPORTS | : |
| <input type="radio"/> COMPUTER, INTERNET | : |
| <input type="radio"/> HEALTHY, BEAUTY | : |
| <input type="radio"/> CULTURE, SCHOOL | : |
| : | : |

PUSH 'RETURN', THEN RETURN TO AD. INFO. INPUT SCREEN

NEXT

RETURN

CANCEL

FIG. 19

SELECT BASE STATION

•SELECT USING MAP

271

JAPANESE NATIONAL MAP

METROPOLIS, HOKKAIDO,
OSAKA AND PREFECTURES

272

270

•SELECT BASED ON ADDRESS

TO A LIST OF METROPOLIS, HOKKAIDO, OSAKA AND
PREFECTURES

273

274

SEARCH

PUSH 'RETURN', THEN RETURN TO CATEGORY SECTION SCREEN

RETURN

FIG. 20

SELECT BASE STATIONS

AROUND
STATION XX [WIDER AREA] [TOKYO] [JAPANESE NATIONAL MAP]

CLICK '▲', THEN YOU CAN CONFIRM DETAILED INFO.
ABOUT THE BASE STATION

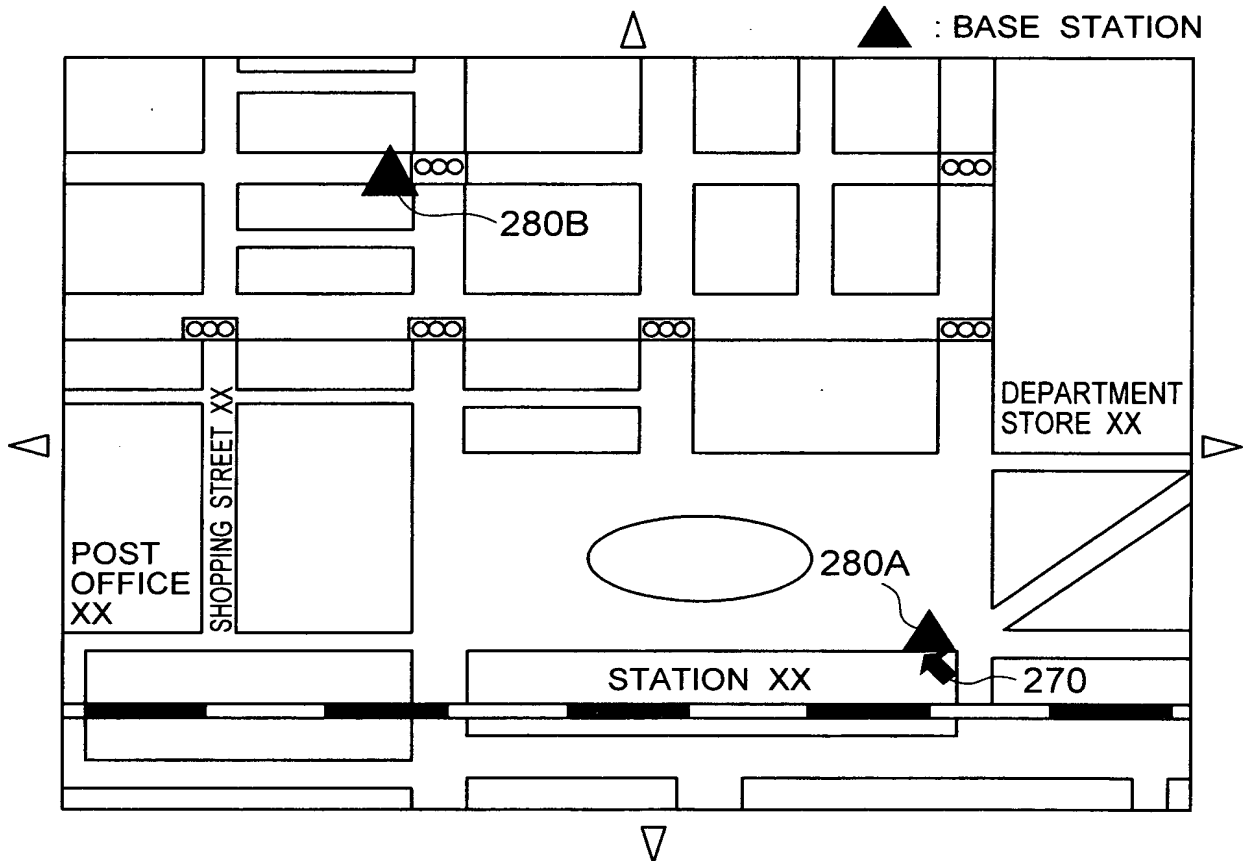


FIG. 21

DETAILED INFO. ON BASE STATION (NO. TOKYO 1-3)
CLICK ADDRESS, THEN YOU CAN SEE A MAP AROUND IT

LOCATION

BASIC CHARGE

H-I, CITY C, WARD A, TOKYO

¥12,500

NUMBER OF AD. INFO. NOW BEING DISTRIBUTED

GOURMET	SHOPPING	LEISURE, ETC.	COMPUTER	HEALTHY, ETC.	CULTURE	...
23	11	2	5	2	1	...

● LOOK AT AD. DISTRIBUTION SITUATIONS OF THE LAST 6 MONTHS

270

290

● FOR ASSIGNMENT OF BASE STATION (NO. TOKYO 1-3), PUSH 'CONFIRM' BUTTON.

● PUSH 'RETURN', THEN RETURN TO PREVIOUS DISPLAY

291

CONFIRM

RETURN

FIG. 22

SELECT BASE STATION

•SELECT USING MAP

271

TO JAPANESE NATIONAL MAP

272

METROPOLIS, HOKKAIDO,
OSAKA AND PREFECTURES

220

•SELECT BASED ON ADDRESS

TO A LIST OF METROPOLIS, HOKKAIDO,
OSAKA AND PREFECTURES

273

WARD A, TOKYO

274

SEARCH

•CLICK BASE STATION NO. TO BE SELECTED.

•CLICK THE ADDRESS, THEN YOU CAN SEE A MAP AROUND IT.

SEARCHED RESULT :

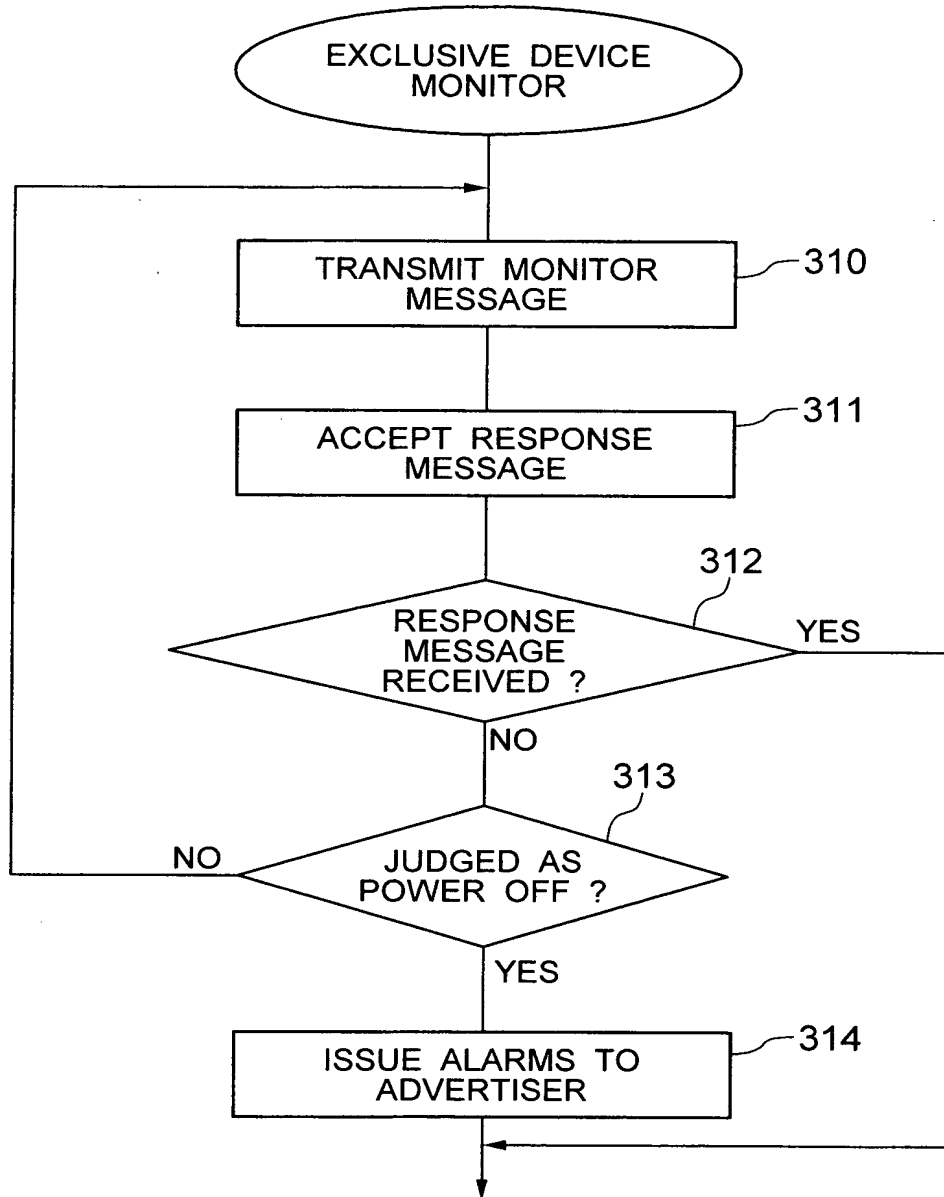
BASE STATION NO.	LOCATION	BASIC CHARGE
TOKYO 1-1	C-D, CITY B, WARD A, TOKYO	¥8,000
TOKYO 1-2	E-F, CITY B, WARD A, TOKYO	¥8,000
TOKYO 1-3	H-I, CITY G, WARD A, TOKYO	¥12,500
:	:	:
TOKYO 1-11	K-L, CITY J, WARD A, TOKYO	¥6,500
:	:	:

300

RETURN

CANCEL

FIG. 23



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FIG. 24

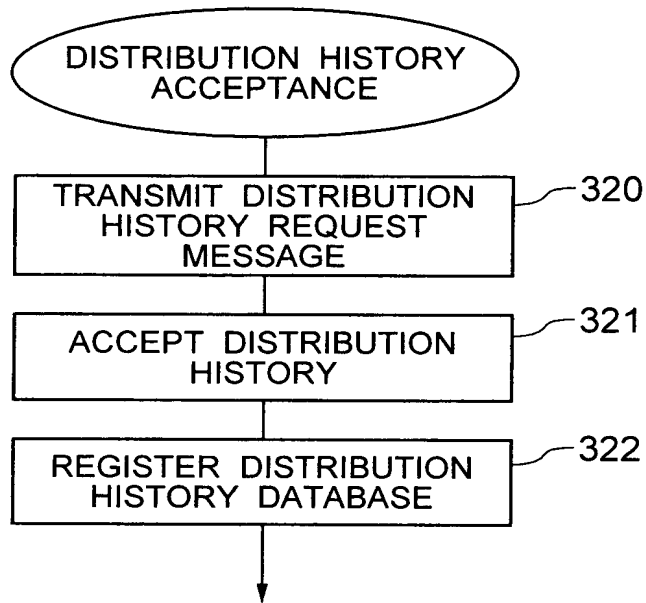
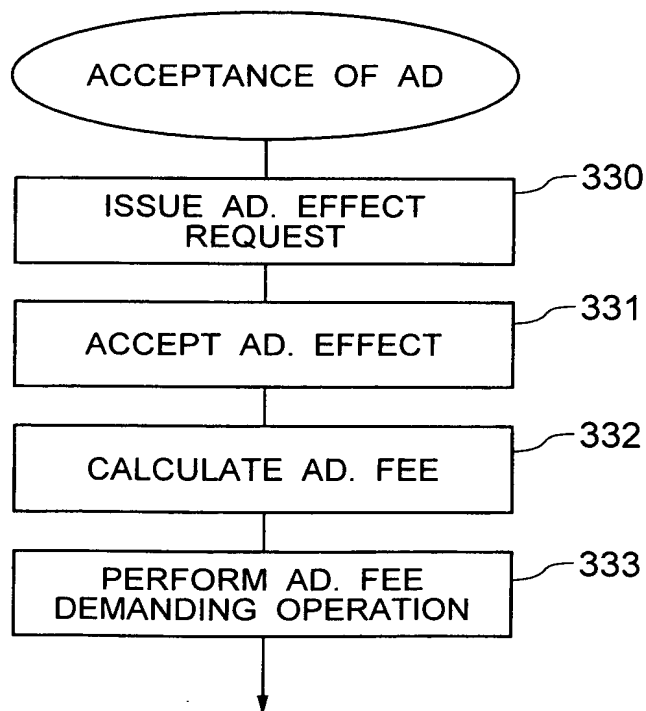


FIG. 25



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FIG. 26

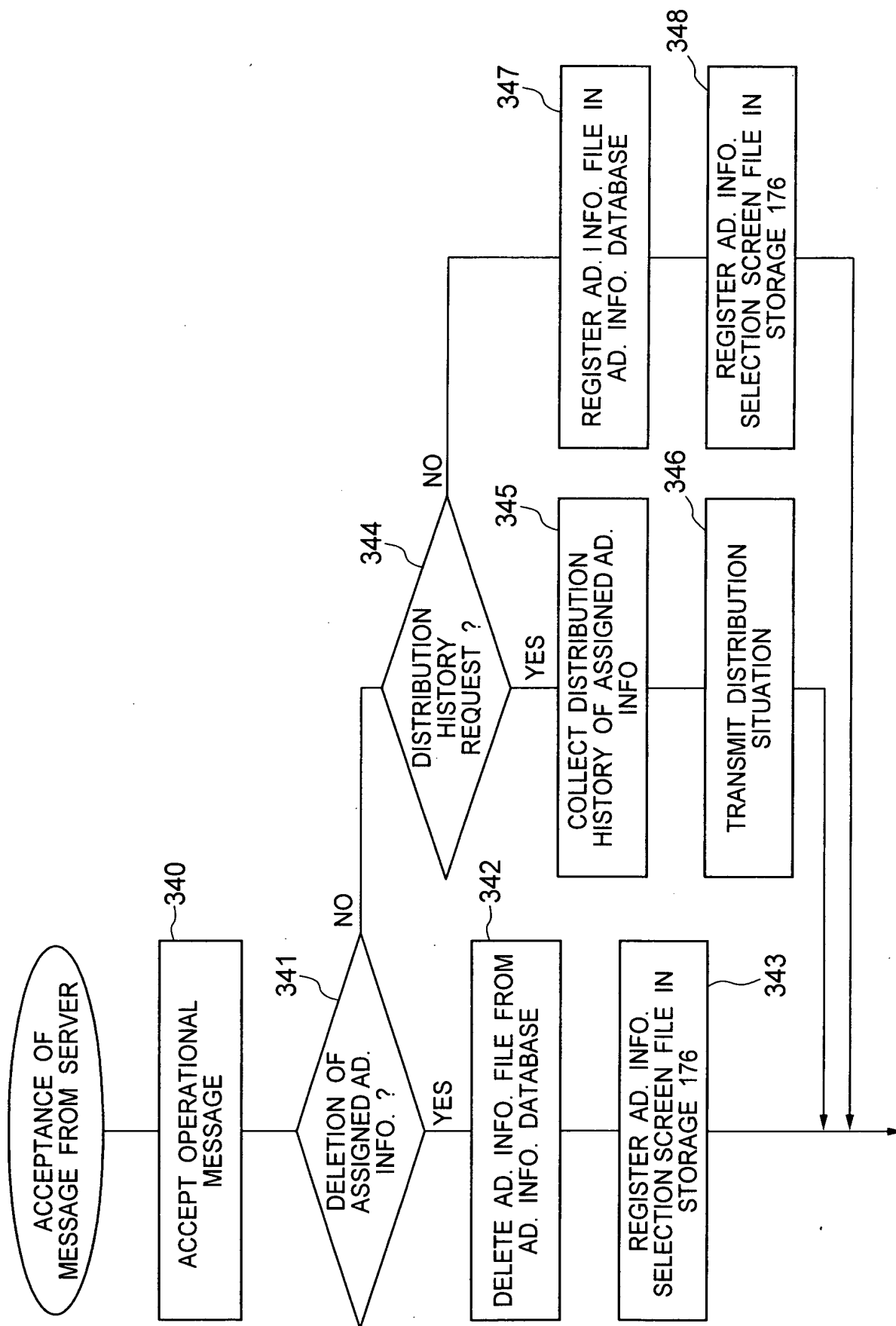


FIG. 27

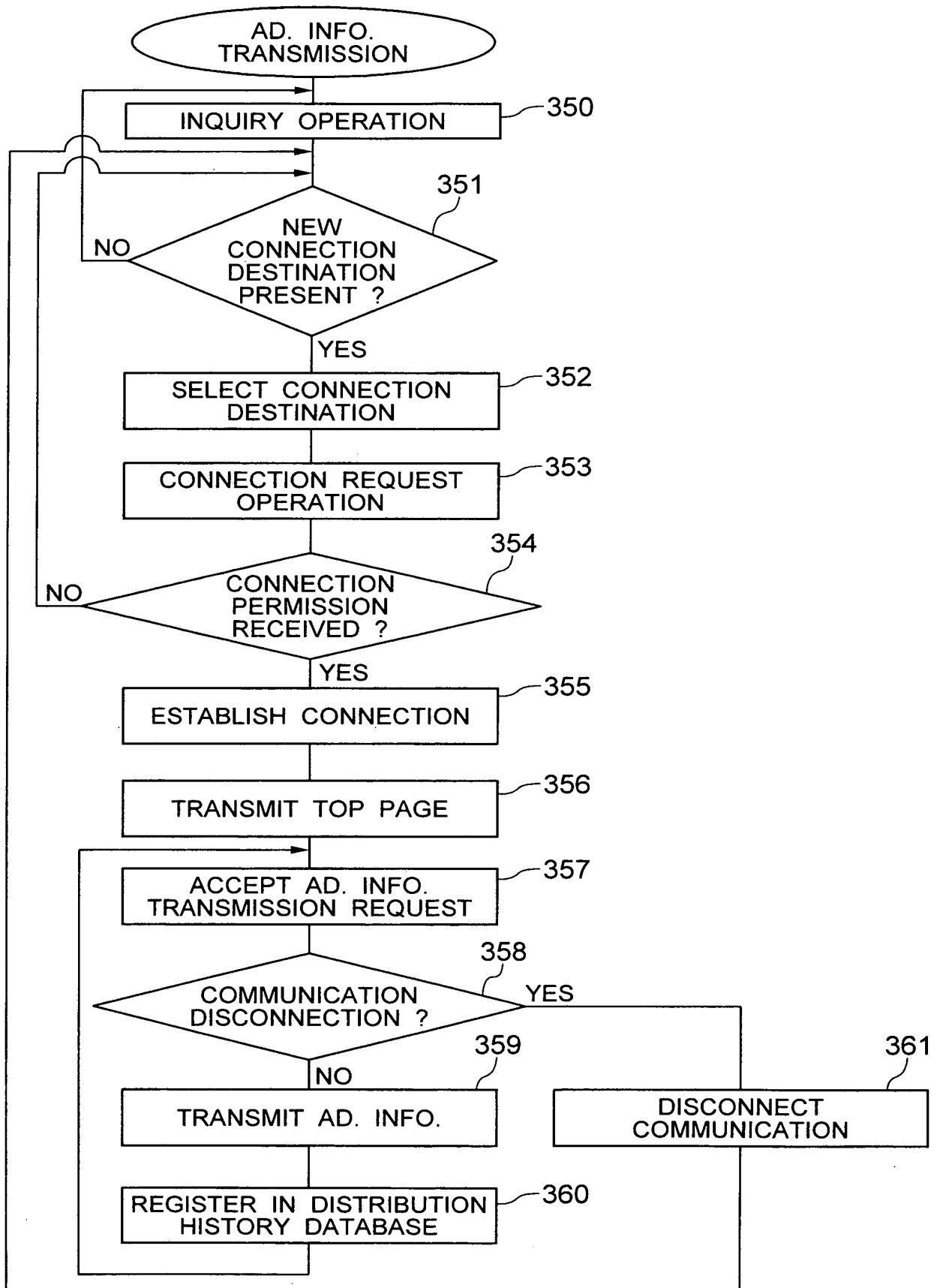


FIG. 28

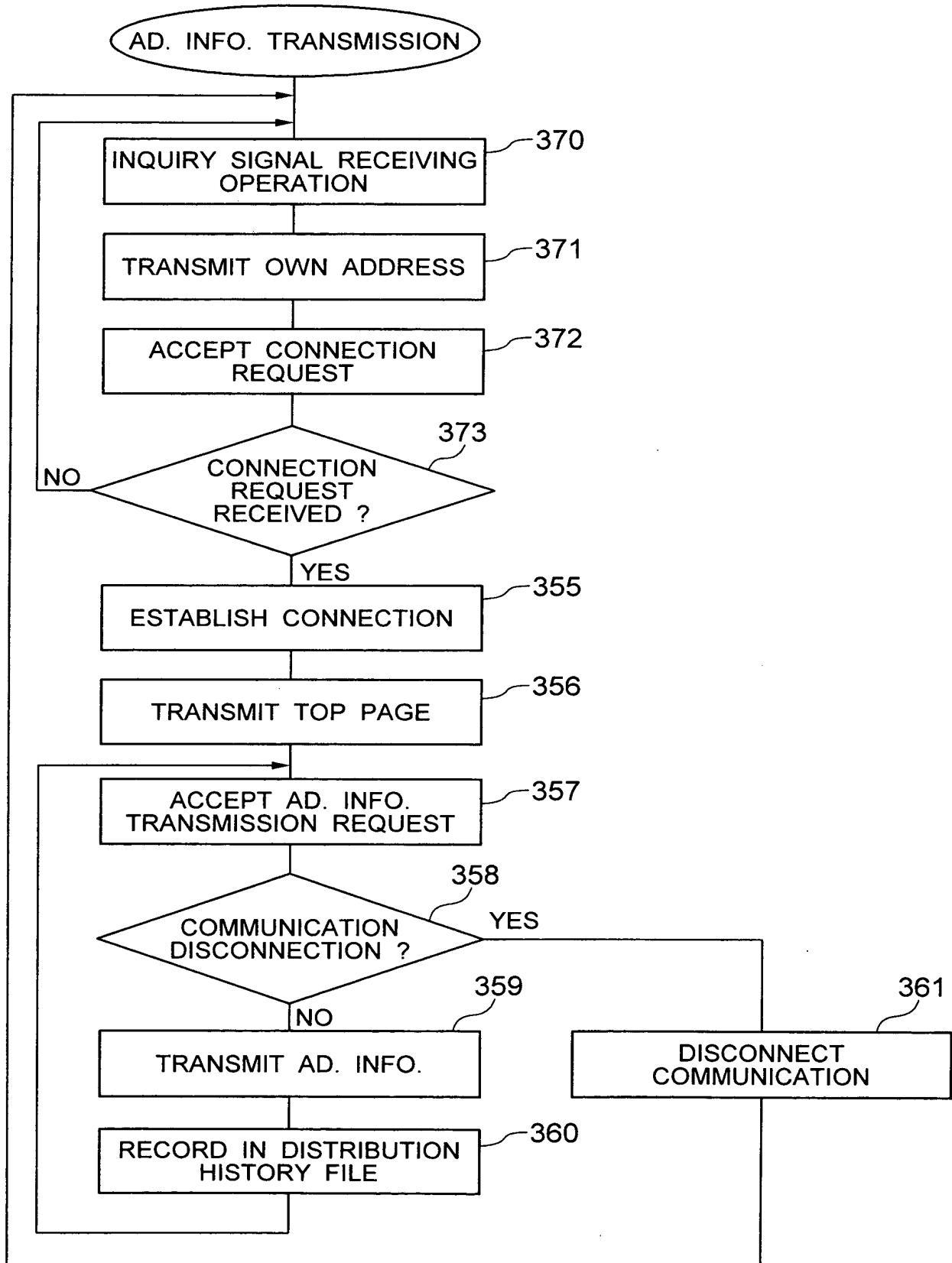
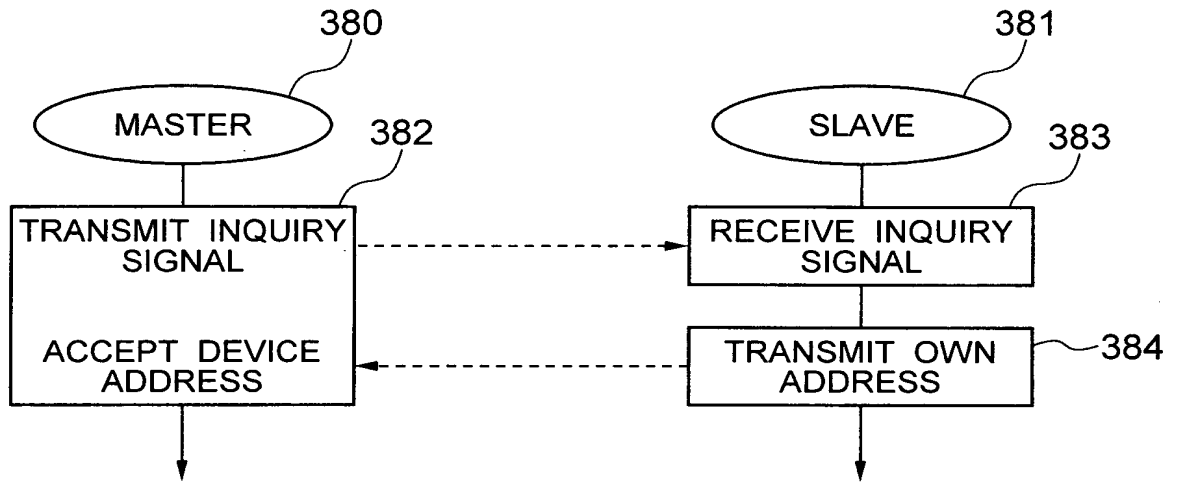


FIG. 29



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T00280" 5/28/2000

FIG. 30

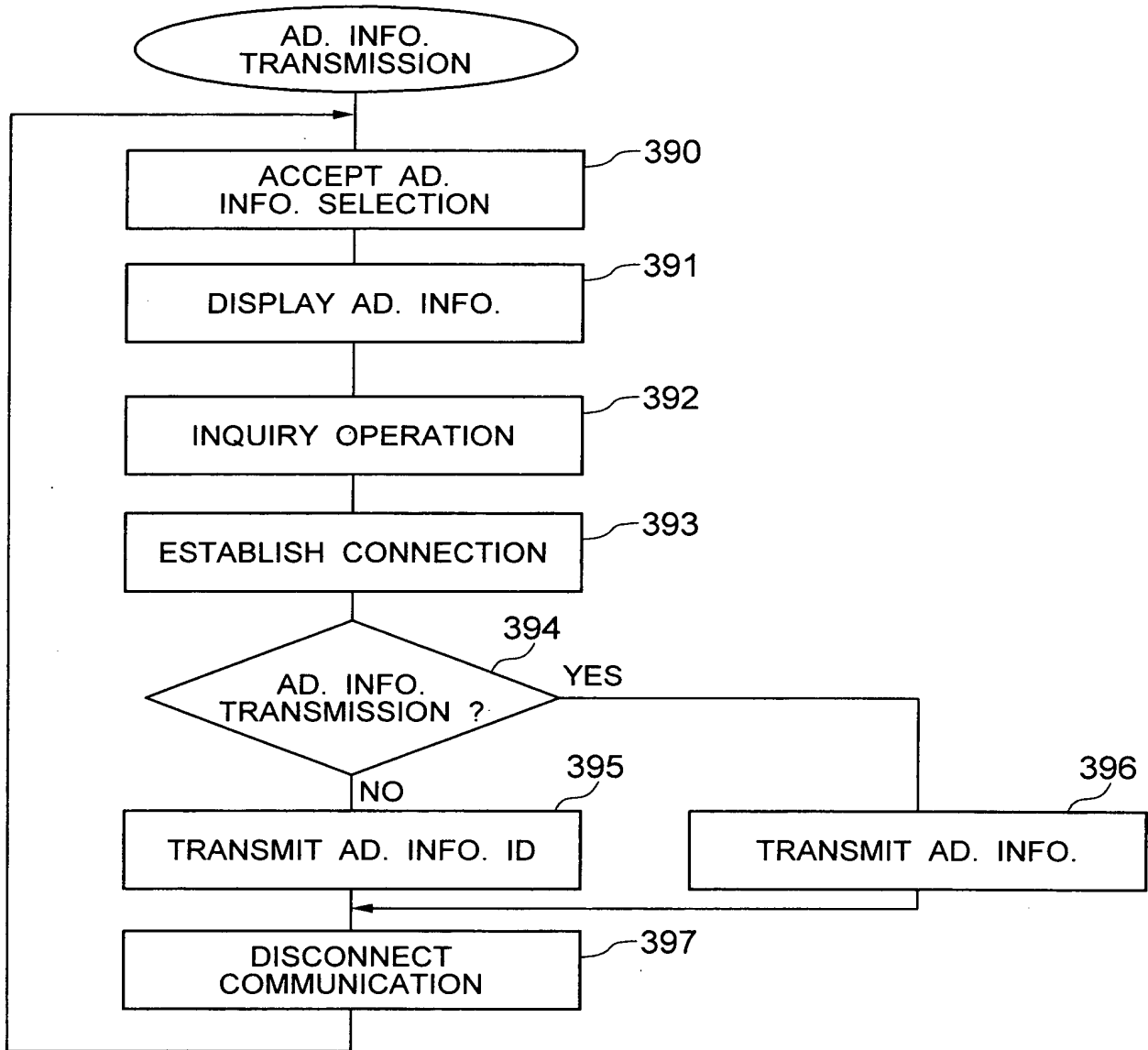


FIG. 32

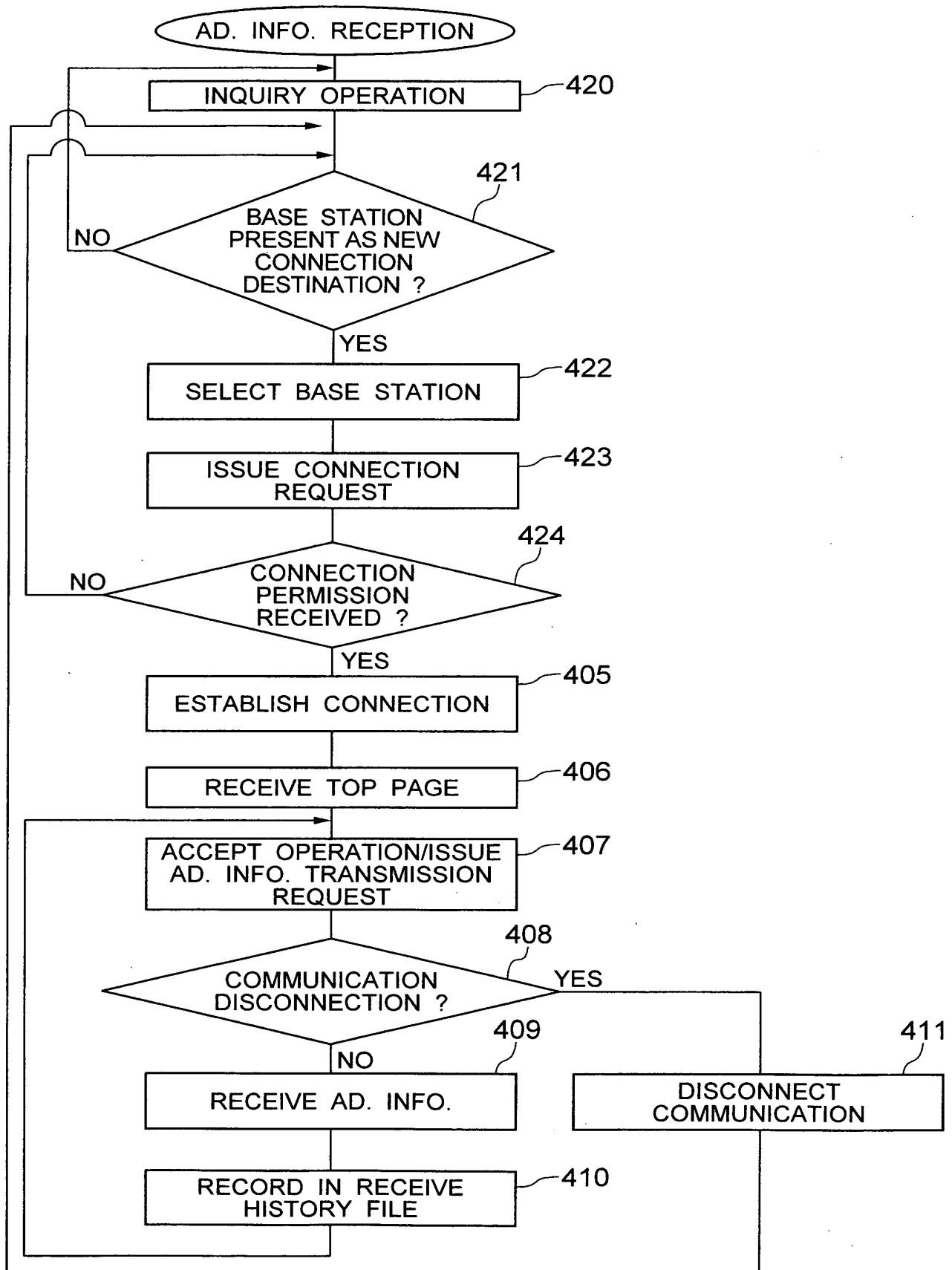


FIG. 34

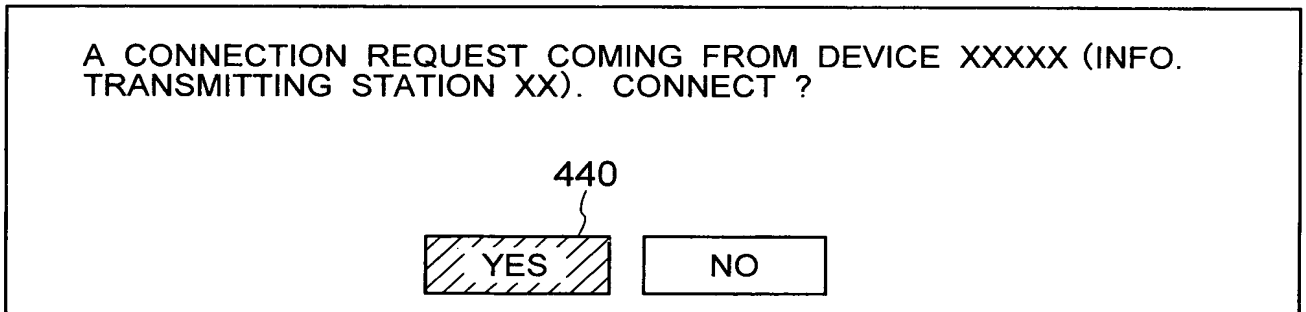


FIG. 35

WELCOME TO INFO. TRANSMITTING STATION XXI.
HERE IS AROUND CITY B, WARD A, TOKYO.

MENU

GOURMET (10 CASES) 450

~~~~~  
SHOPPING (15 CASES)~~~~~

LEISURE, SPORTS (2 CASES) :

COMPUTER, INTERNET (4 CASES) :

HEALTHY, BEAUTY (1 CASE) :

CULTURE, SCHOOL (0 CASES) :

:

INFO. ON EATING/DRINKING  
SHOPS SUCH AS RESTAURANT,  
BAR AND COFFEE SHOP

INFO. ON DEPARTMENT STORE,  
CONVENIENCE STORE, ETC.

RETURN

DISCONNECT

451



FIG. 36

SHOPPING

HERE IS AROUND CITY B, WARD A, TOKYO.

15 CASES IN TOTAL

1. XX DEPARTMENT STORE

PERSONS WHO SAW THIS PAGE CAN GET AN  
ADDITIONAL 10% DISCOUNT AT A LADY NOTIONS  
SALE PLACE ON FLOOR 11 DURING WINTER  
BARGAIN SALES SEASON UNTIL JANUARY 20.

2. JEANS SHOP XX

¥3,500 FOR CORDUROY JEANS MADE BY XX  
DURING BARGAIN SALE SEASON UNTIL JANUARY 22.

3. XX DEPARTMENT STORE

4. XX GROCERIES

5. FLOWER SHOP XX

[SEE TEXT  
VERSION]

[SEE TEXT  
VERSION]

[SEE TEXT  
VERSION]

[SEE TEXT  
VERSION]

[SEE TEXT  
VERSION]

[SEE DETAILED  
VERSION]

[SEE DETAILED  
VERSION]

[SEE DETAILED  
VERSION]

[SEE DETAILED  
VERSION]

[SEE DETAILED  
VERSION]

460

461

NEXT 5 CASES

RETURN

DISCONNECT

451



FIG. 38

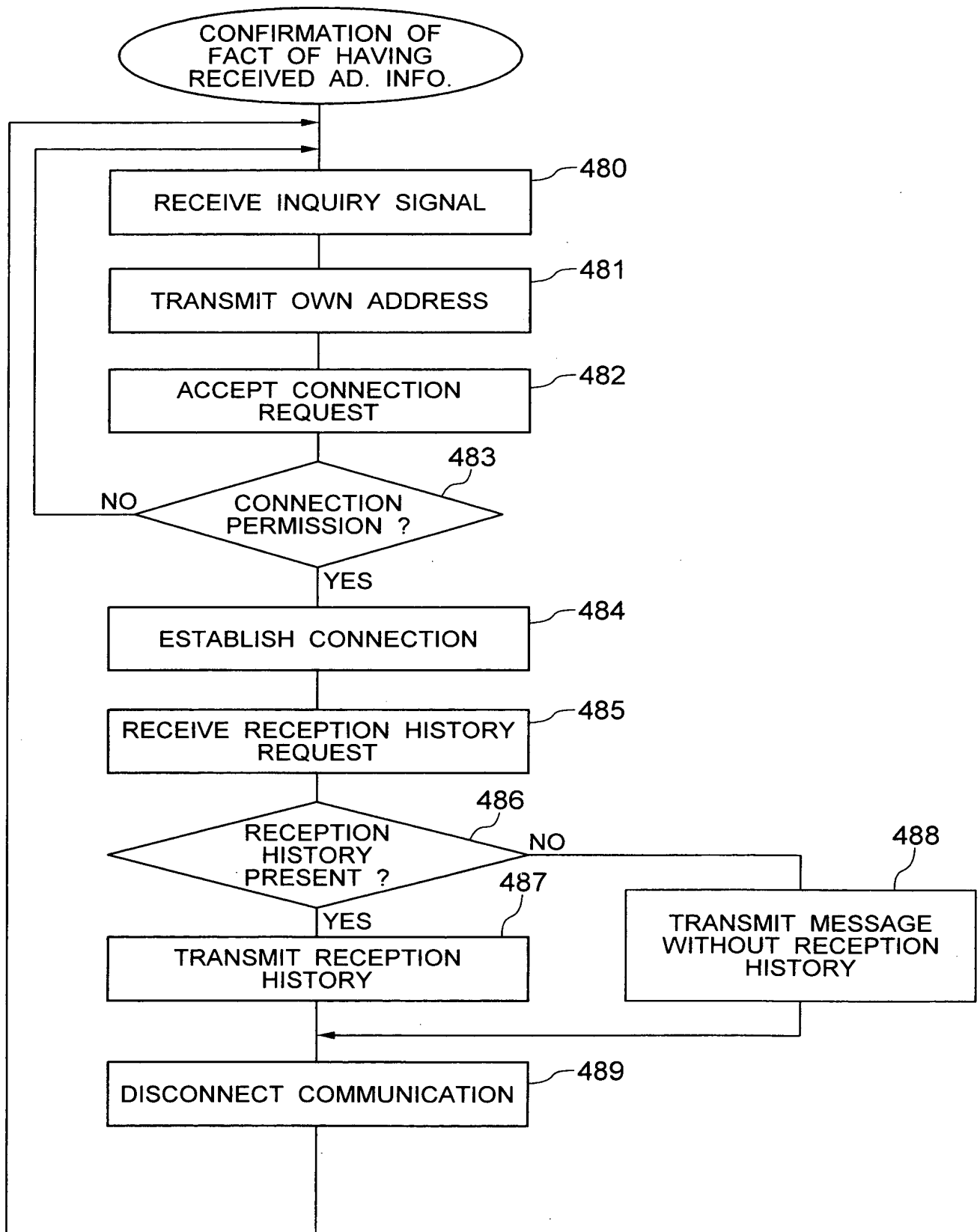


FIG. 39

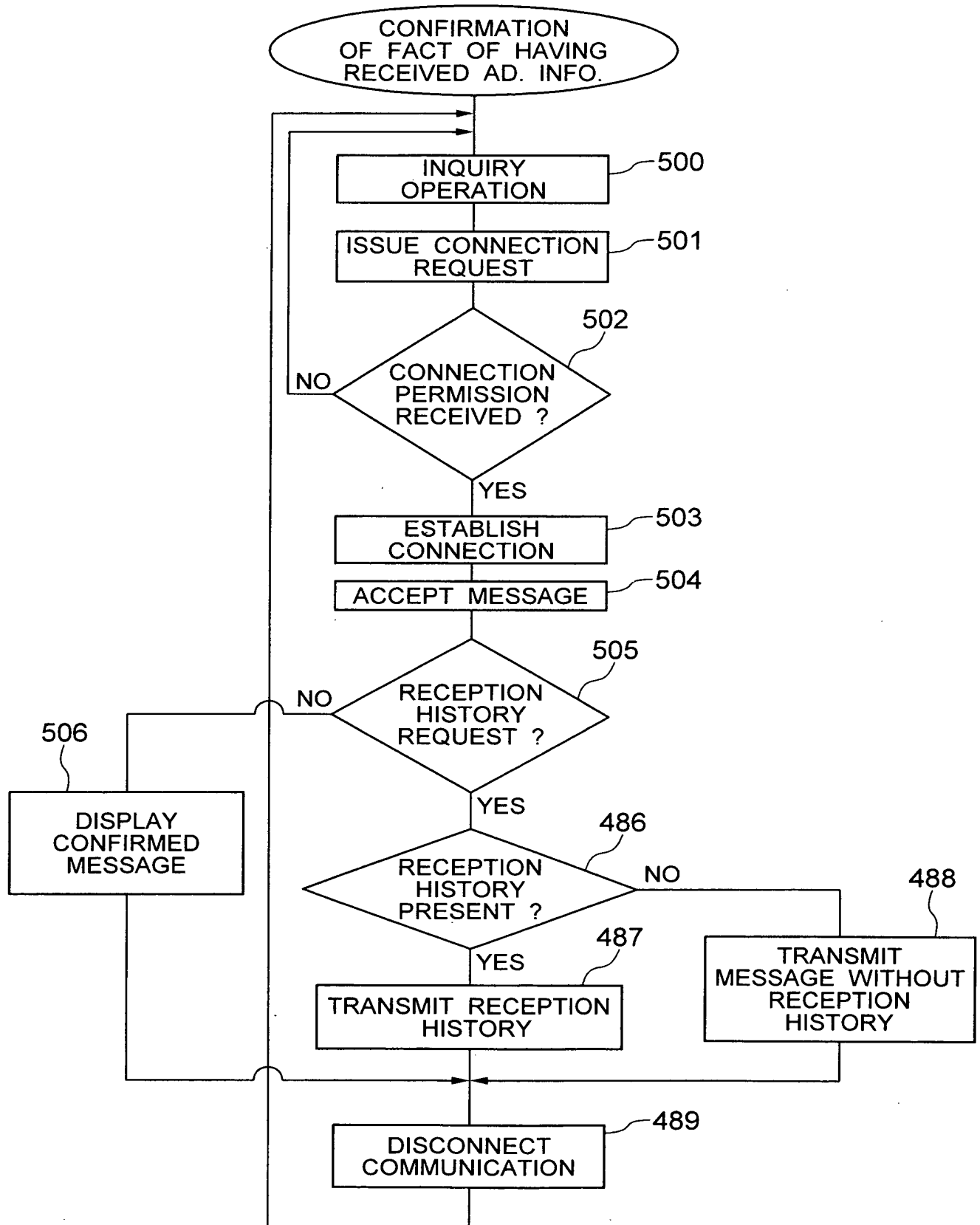


FIG. 40

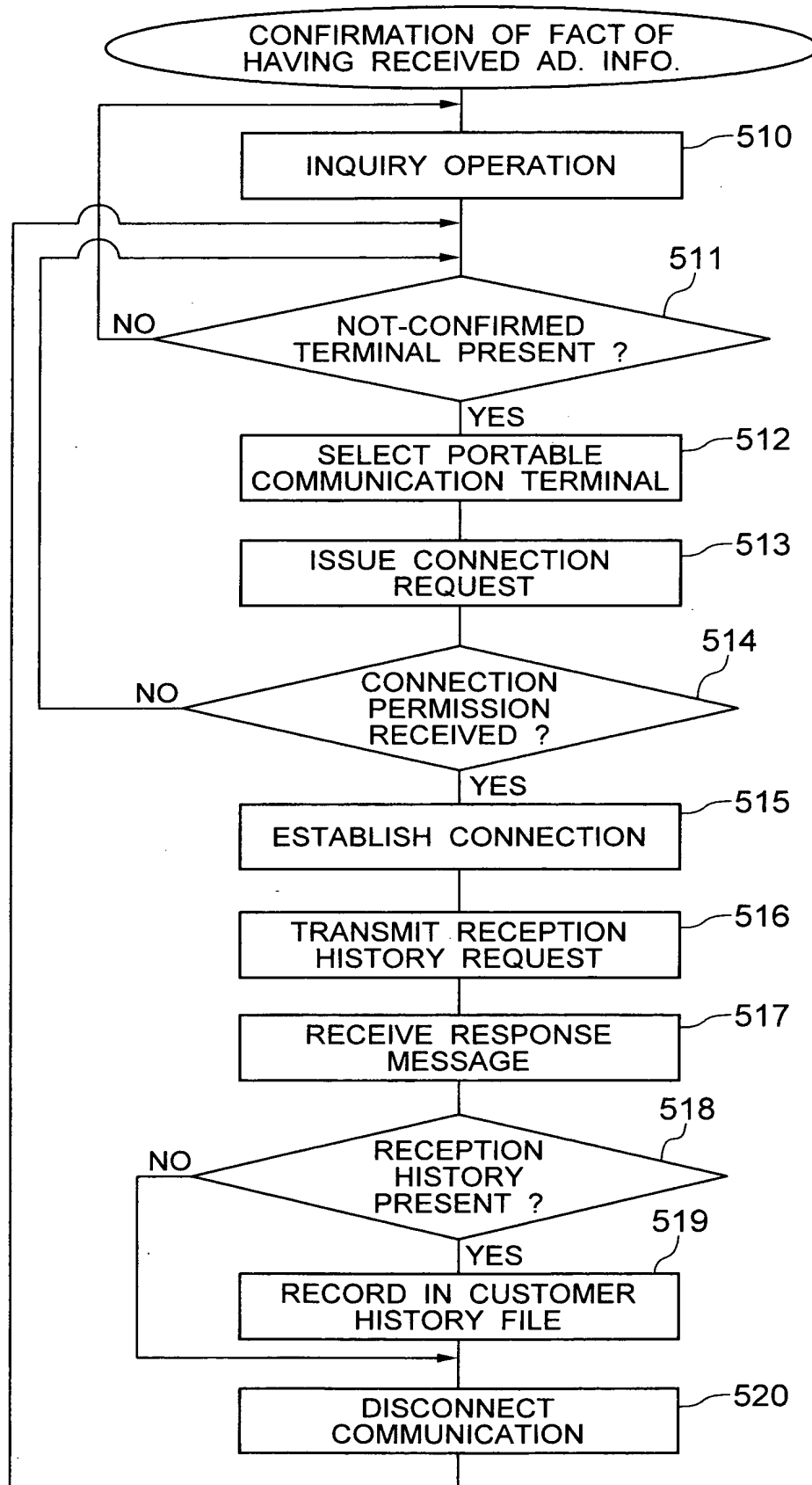


FIG. 41

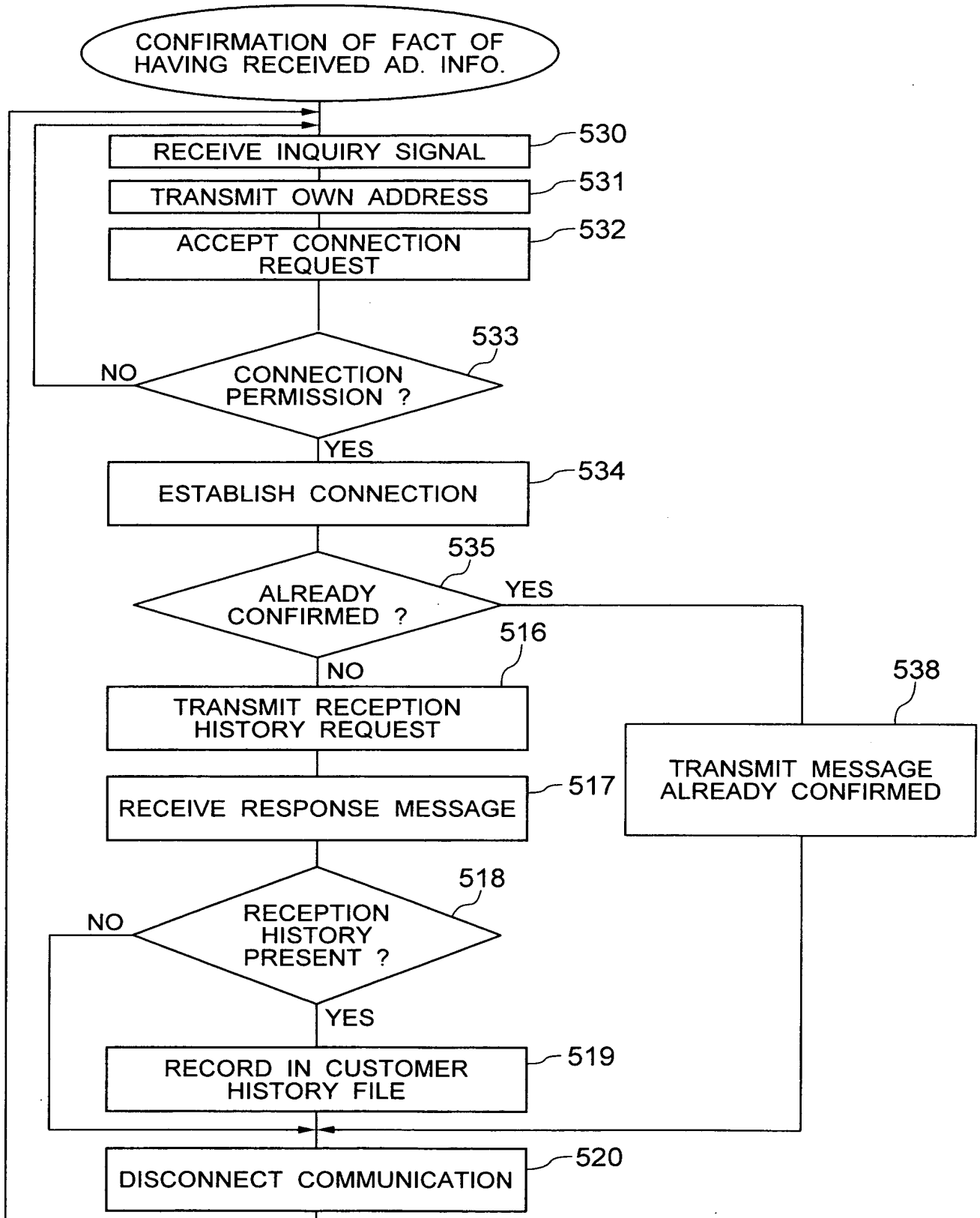


FIG. 42

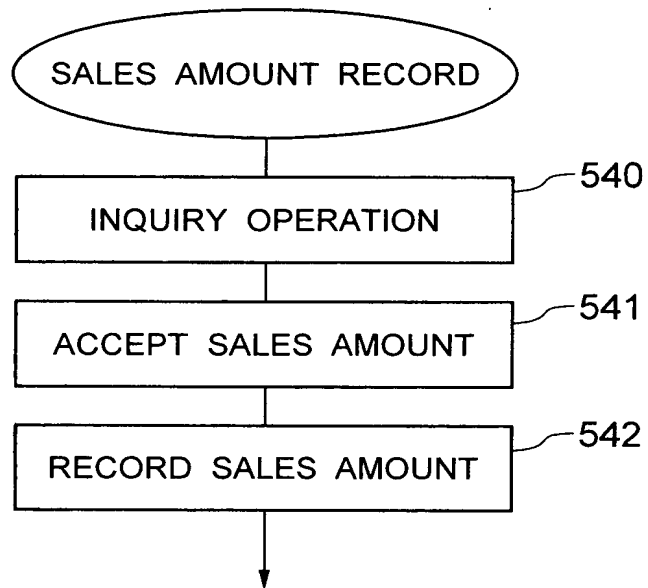


FIG. 43

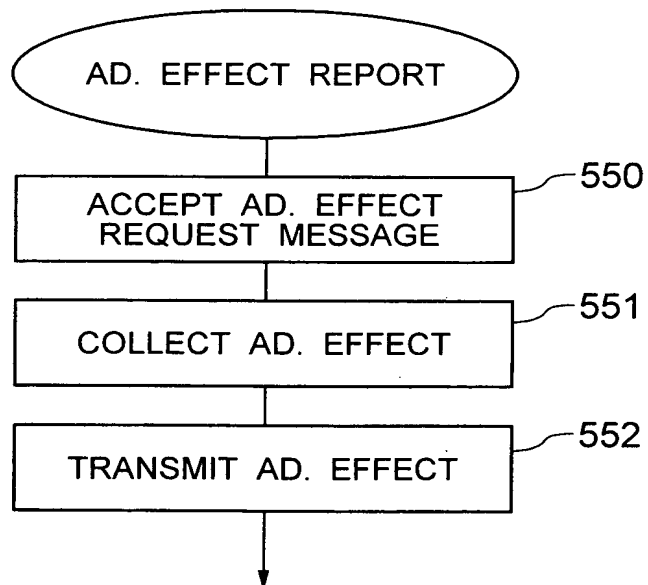
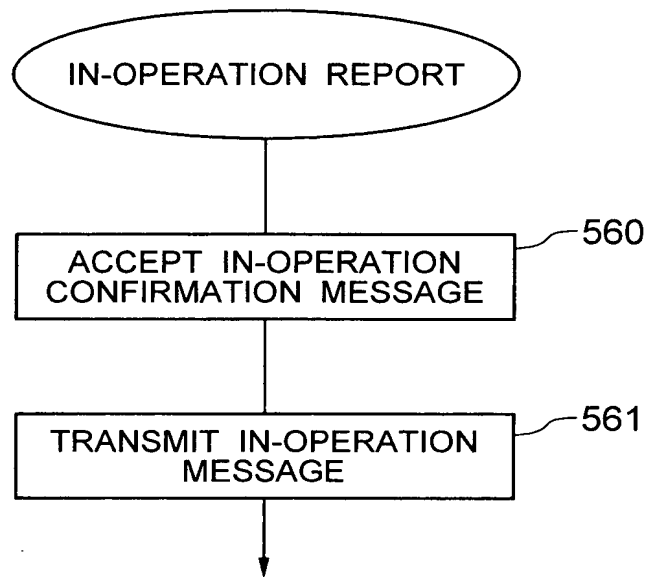


FIG. 44



000280" 528T000



FIG. 45

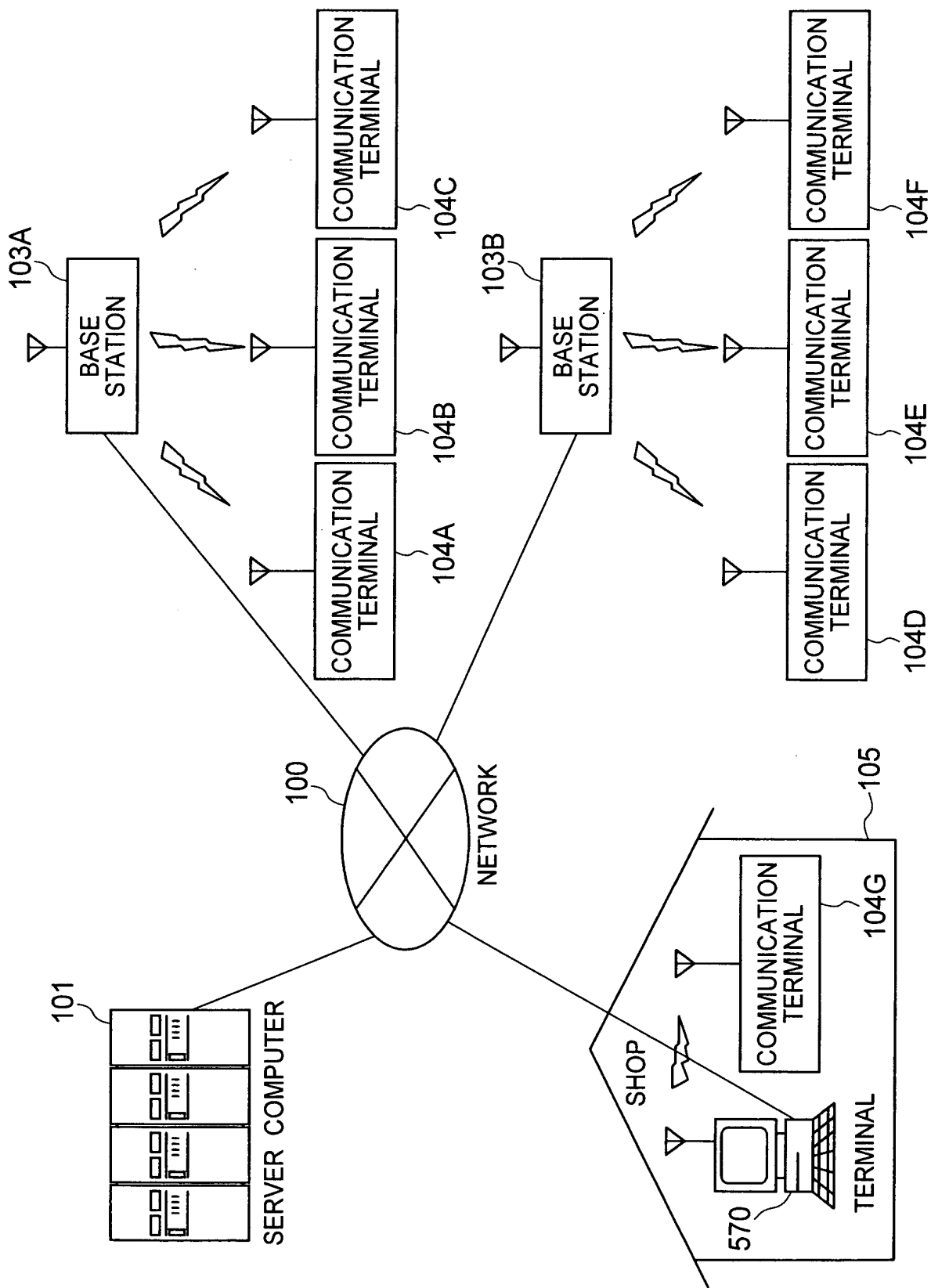


FIG. 46

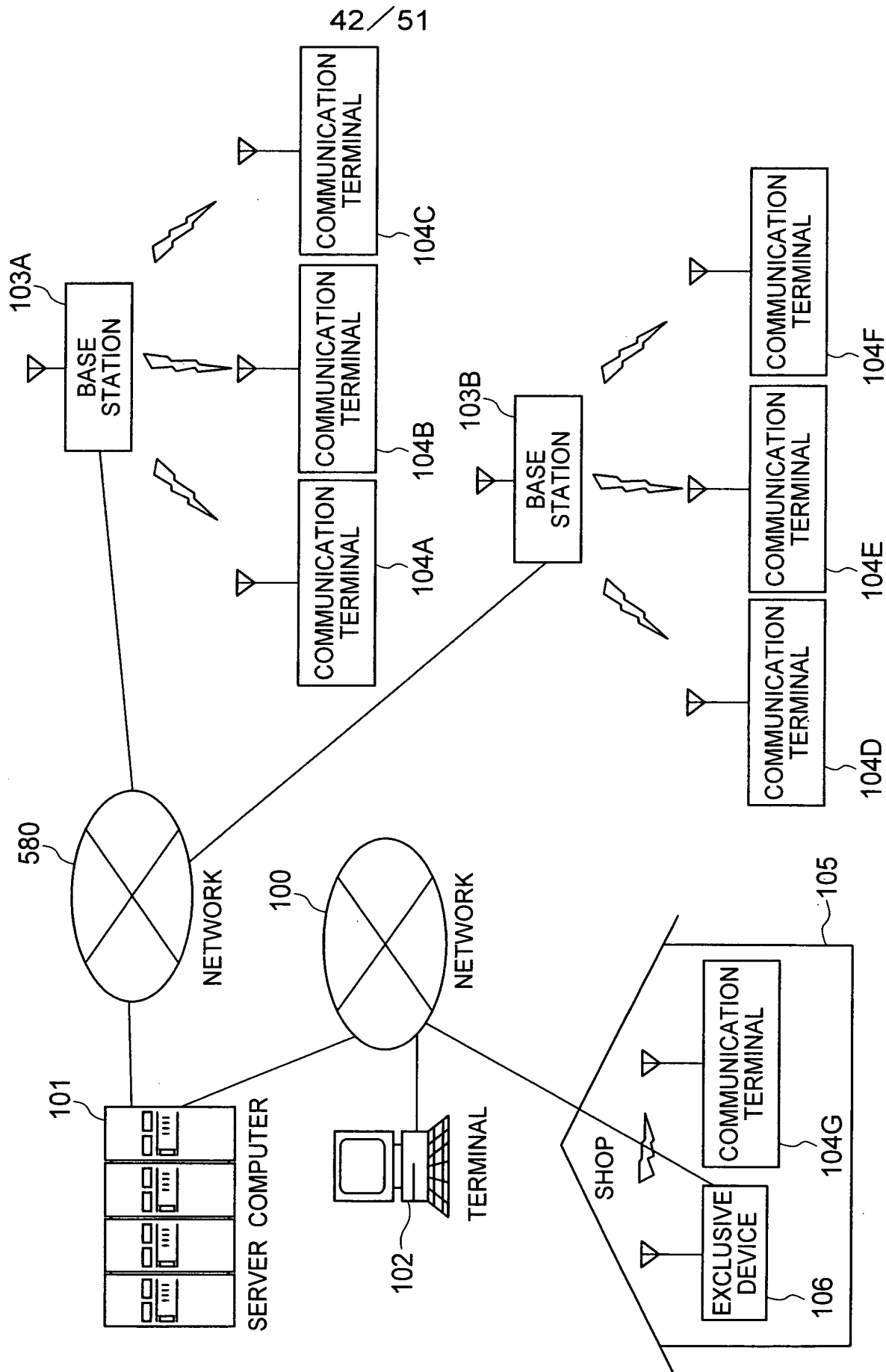


FIG. 47

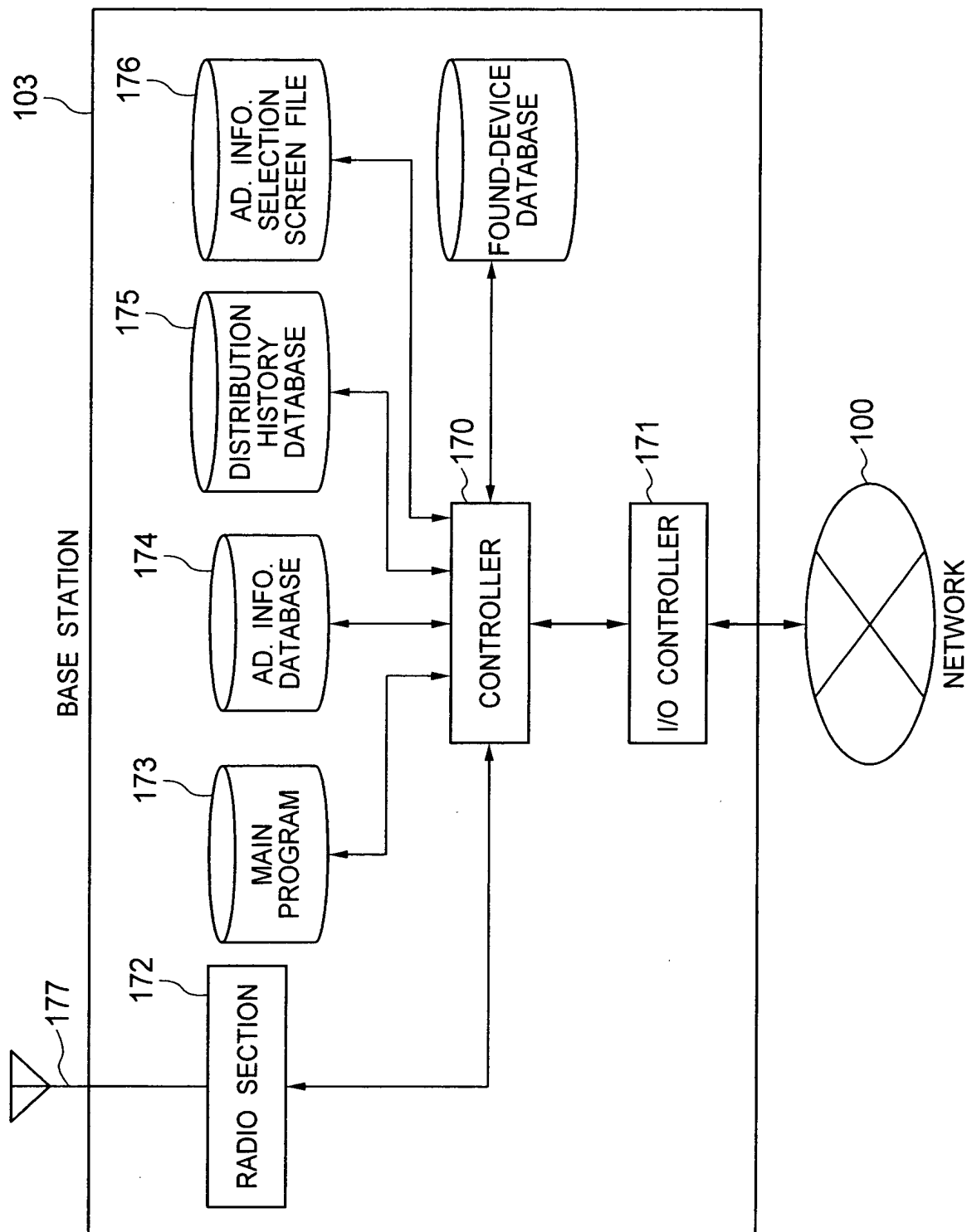


FIG. 48

| 600<br>DEVICE<br>ADDRESS | 601<br>FOUND DATE | 602<br>FOUND TIME |
|--------------------------|-------------------|-------------------|
| 9521P E1003              | 2000/11/12        | 20 : 20           |
| 0050C D7855              | 2000/11/12        | 20 : 20           |
| 0058J V3GLT              | 2000/11/12        | 20 : 25           |
| :                        | :                 | :                 |
| 7AX6L3HR I4              | 2000/11/27        | 14 : 10           |
| :                        | :                 | :                 |
|                          |                   |                   |

FIG. 49

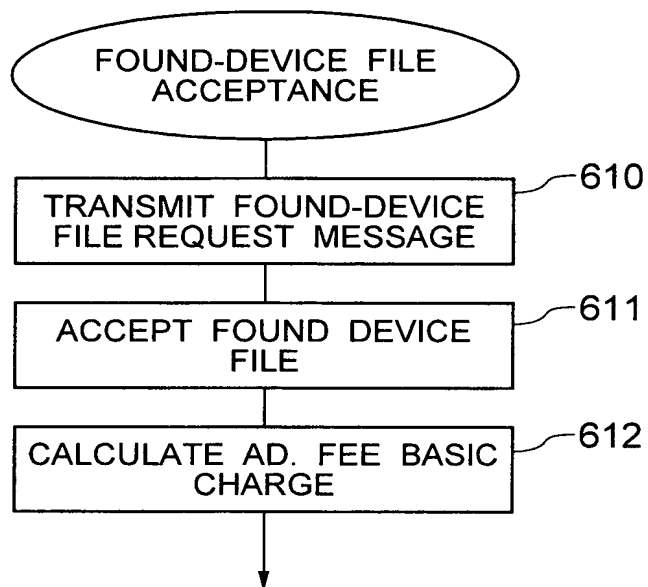


FIG. 50

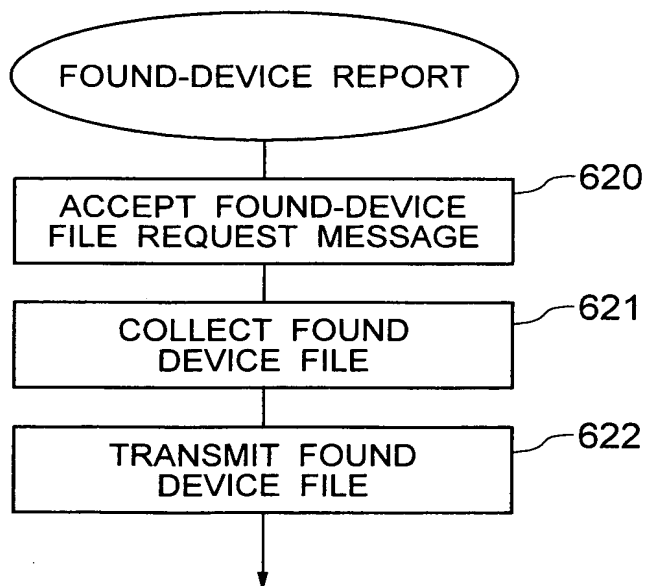


FIG. 51

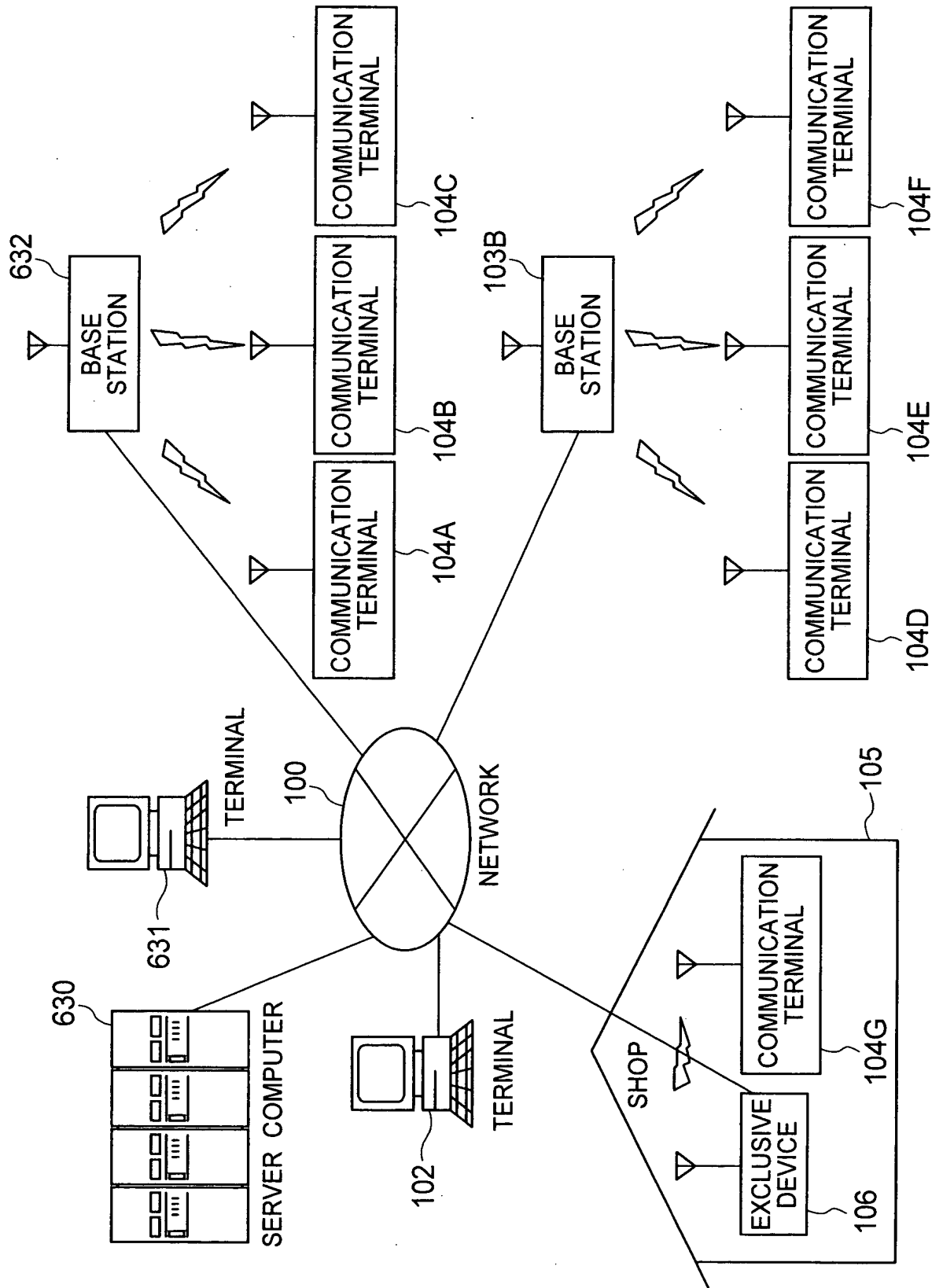


FIG. 52

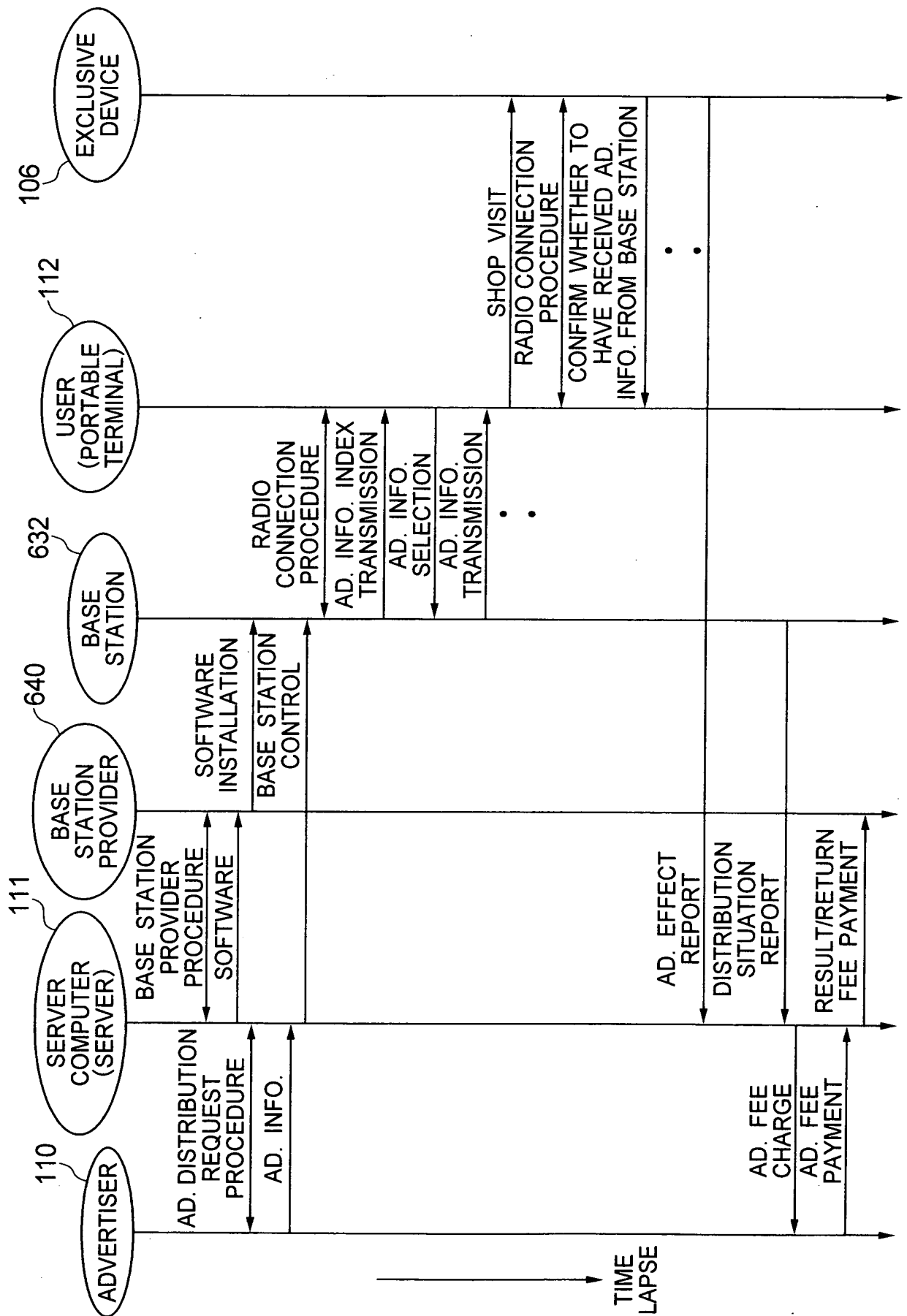


FIG. 53

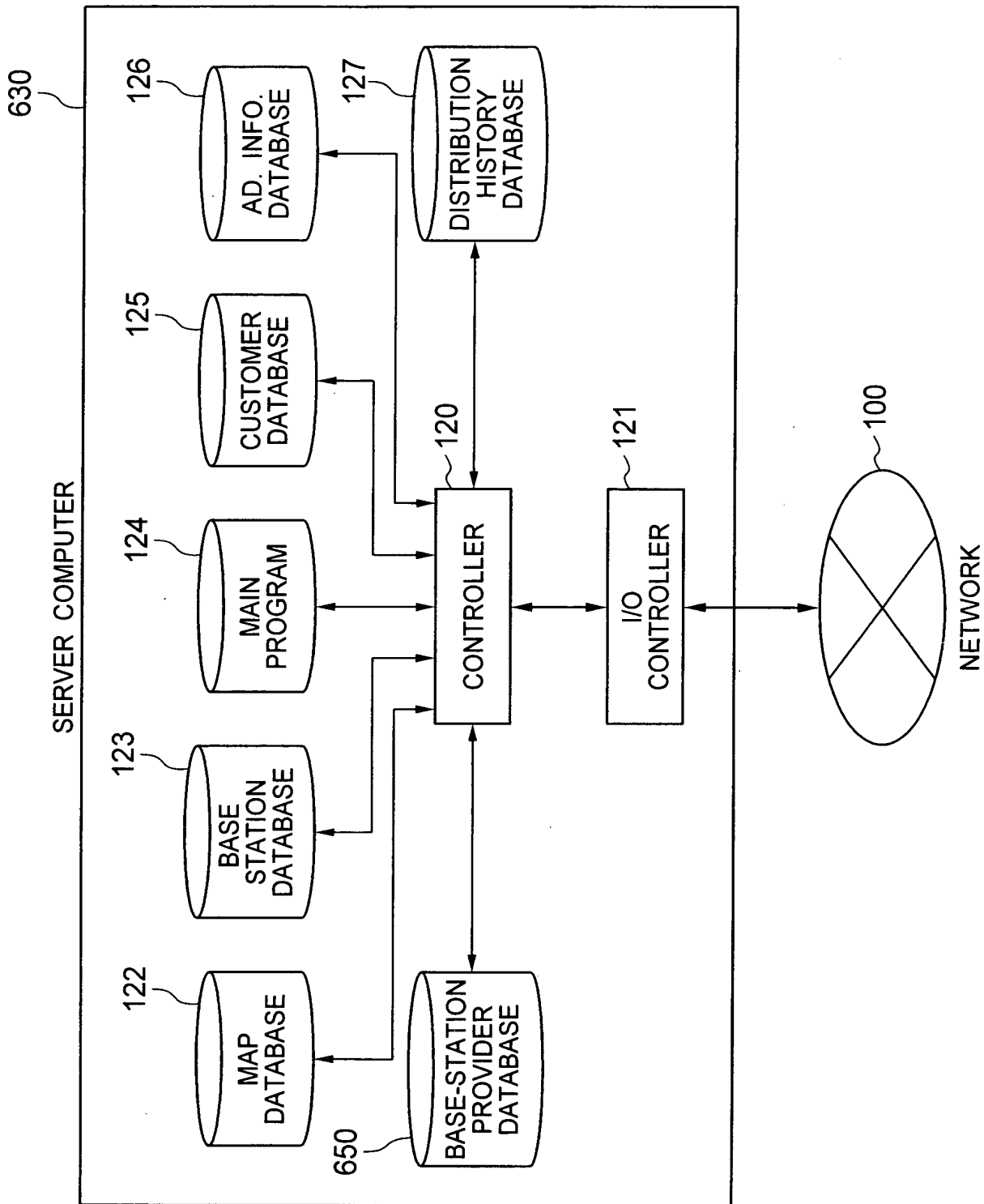




FIG. 54

|             |           |               |                 |
|-------------|-----------|---------------|-----------------|
| 660         | 661       | 662           | 663             |
| PROVIDER ID | PASSWORD  | PRIVATE INFO. | BASE STATION ID |
| aaaaaaa     | Ni9fYp2   | =====         | 2-2-7,2-2-9     |
| bbbb        | P Pn32c2# | =====         | 7-17-2          |
| cccc        | 3Vb@jpA2  | =====         | 8-3-10          |
| :           | :         | :             | :               |
| hhh         | x00Hew7G  | =====         | 1-9-15,1-9-16   |
| :           | :         | :             | :               |
|             |           |               |                 |

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FIG. 55

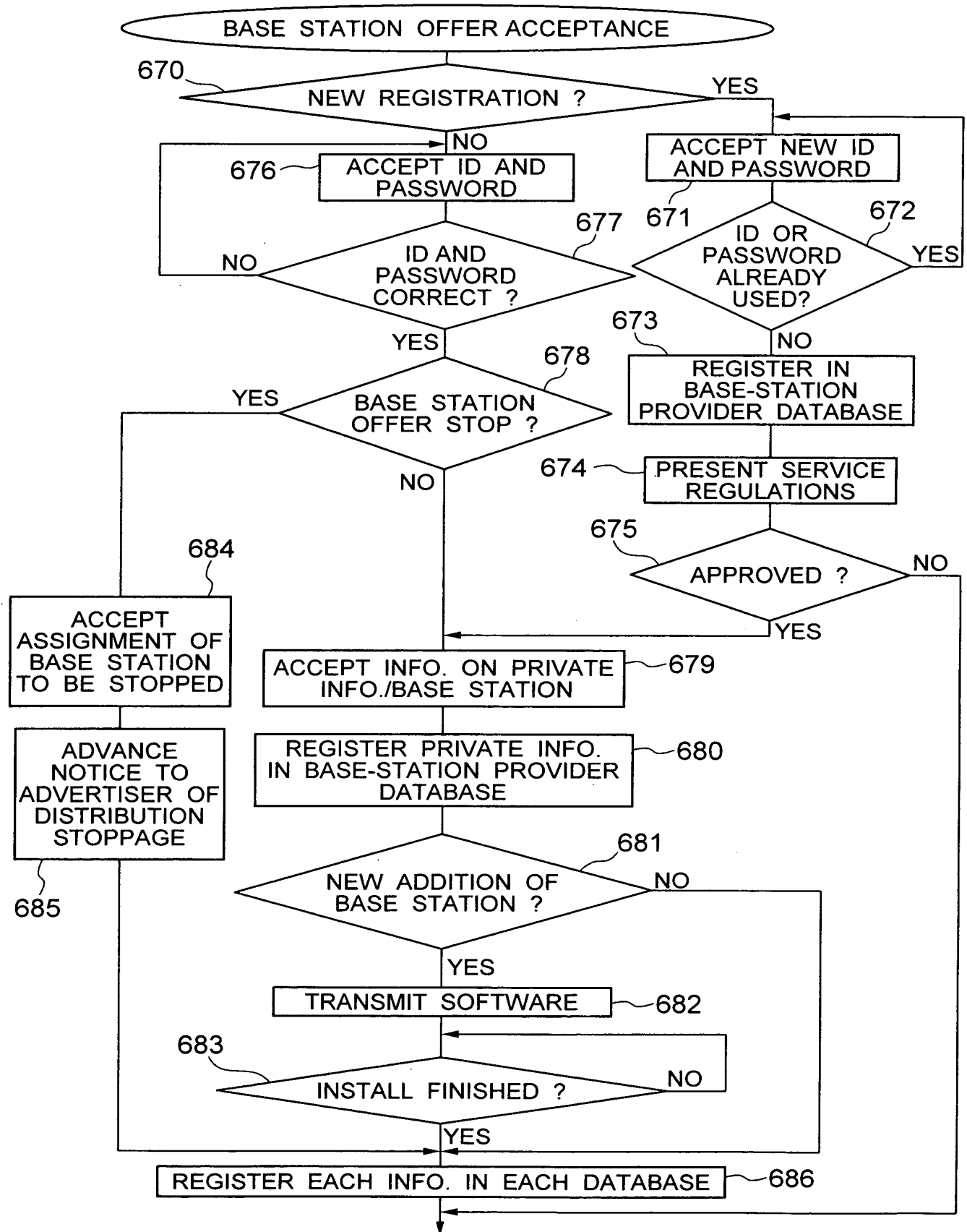


FIG. 56

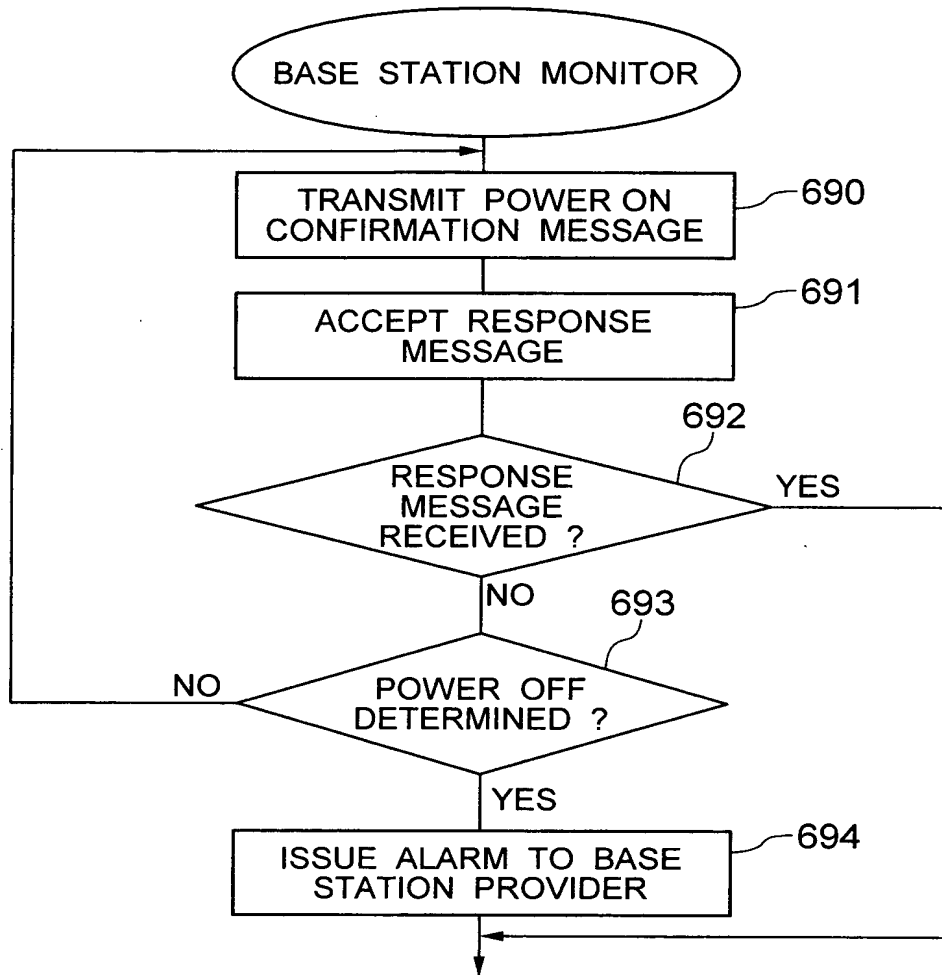


FIG. 57

